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BAYVIEIV HUNTERS POINT

UKBAN DESIGN STUDY:

THIRD STREET COMMERCIAL COMMUNITY CENTER RESIDENTIAL STREETS

GEKSON/OVERSTREET: 11-71

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The purpose of this study is to delineate options for physical improvements in the Bayview-Hunters Point Model Cities Area to be carried out with allocations from public funds. This relates primarily to public spaces such as streets, sidewalks, lighting, signing, landscaping, and community facilities; but also to private property, both existing and new.

This report is the result of an urban design study conducted by the firm of Gerson/Overstreet and financed by a 701 Comprehensive Planning Grant. Three problem areas were studied: The declining Third Street commercial district, the inadequate community center, and the trespassing of heavy truck and commuter traffic through adjacent residential streets. Studies of Third Street commercial district indicate that the reduction of heavy truck traffic is a necessary first step. This can be achieved by instituting alternate truck routes. Thereafter, this street can be reduced to four traffic lanes, allowing for wider sidewalks, left turn lanes, and a landscaped median--resulting in a beautiful central shopping area. Plans are included for converting the Opera House and Joseph H. Lee Recreation Center into a viable community center. Suggested traffic diverters and restrictors are proposed for controlling traffic through residential streets.

It should be emphasized that this report is limited in nature and that physical improvements are only one part of the changes needed to solve problems in the area. However, physical improvements sometimes stimulate much more extensive and desirable changes.

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SUMMARY

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PAGE 3 INTROPLICTION THIRD STREET 23 COMMEKCIAL OPERA HOUSE & 40 COMMUNITY CENTER REGIDENTIAL 46 STREETS

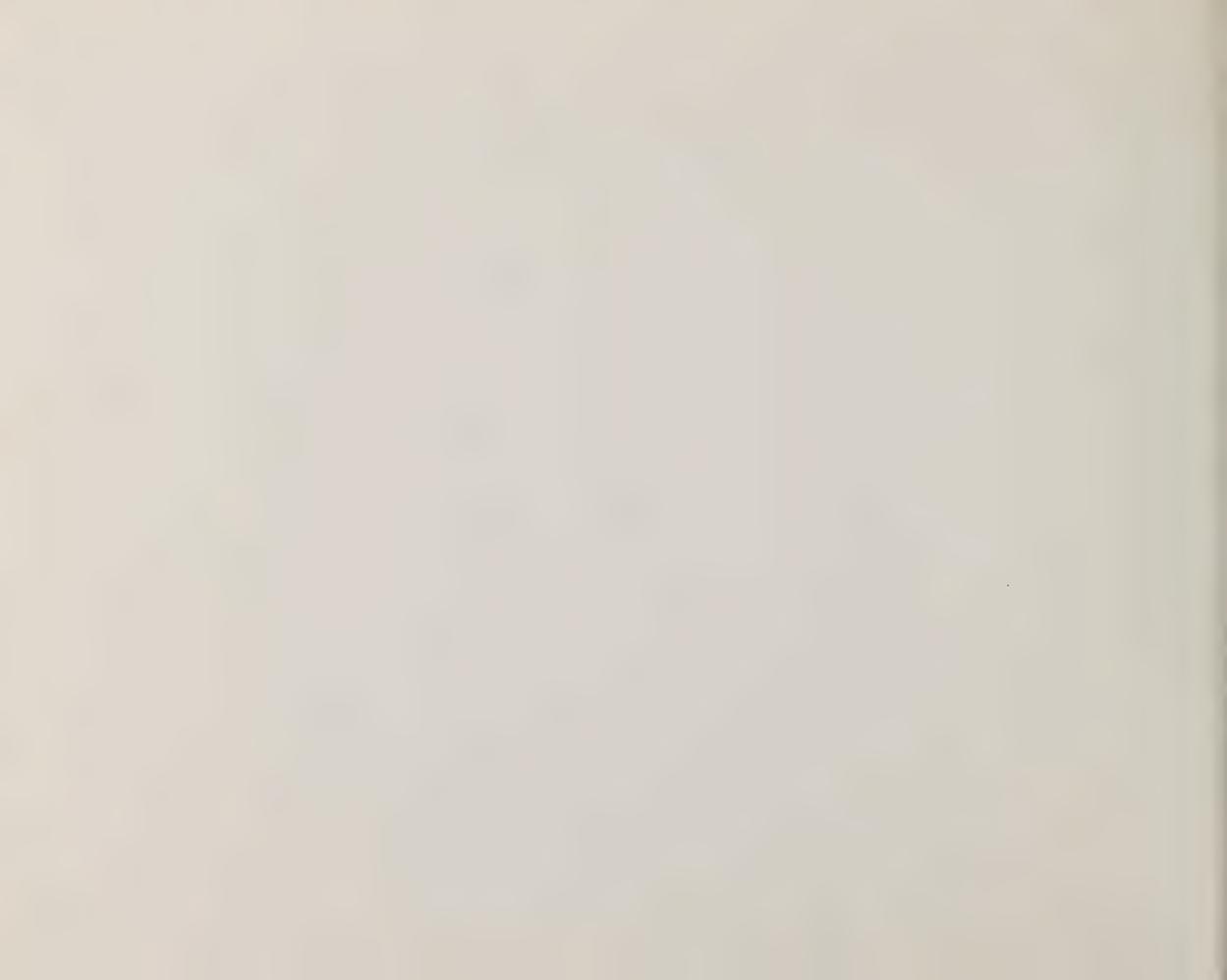
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This report provides a set of concepts for community action in the Bayview-Hunters Point District based on ideas and thoughts developed and assembled by Gerson/Overstreet. The report is not intended to set hard and fast rules to be accepted by the community for the development of their district; it is intended to provide a framework of possibilities or options available to them for the environment in which they live.

The report concentrates on three areas of environmental improvement. The order of presentation in no way suggests that one area of improvement should be undertaken before the other or without the others. To improve the total environment of the area, it is necessary that the community grasp all the available opportunities. The first part of the report concerns itself with the commercial development along Third Street. Next are suggestions for developing a community center. And finally there is a compilation of ideas for the enhancement of the adjacent residential areas.

Although there are a number of small shopping districts in the Bayview-Hunters Point Model Cities area, the only two of any consequence are on Third Street. The smaller of these is in the Bret Harte District, located at the southerly end of Third Street. Being quite small and not as seriously affected by the changes taking place in the Bayview-Hunters Point area as a whole, it has not been included in this report. The major Third Street shopping area in the Bayview-Hunters Point Model Cities area is centered at Palou and Quesada Avenues, and extends roughly between Newcomb and Revere Avenues. It is located in a saddle between Silver Terrace and the Hunters Point Ridge -- this is the natural and historical business and shopping center for the district and is the only commercial area in the South Bayshore which offers a range of shopper and convenience goods and services. There are also some business and professional offices here, three banks, and public and community facilities and services. It is a strip shopping district with essentially all facilities facing on Third Street. In the last few years, the rate of depreciation has increased, and a number of the stores are now vacant. Migration

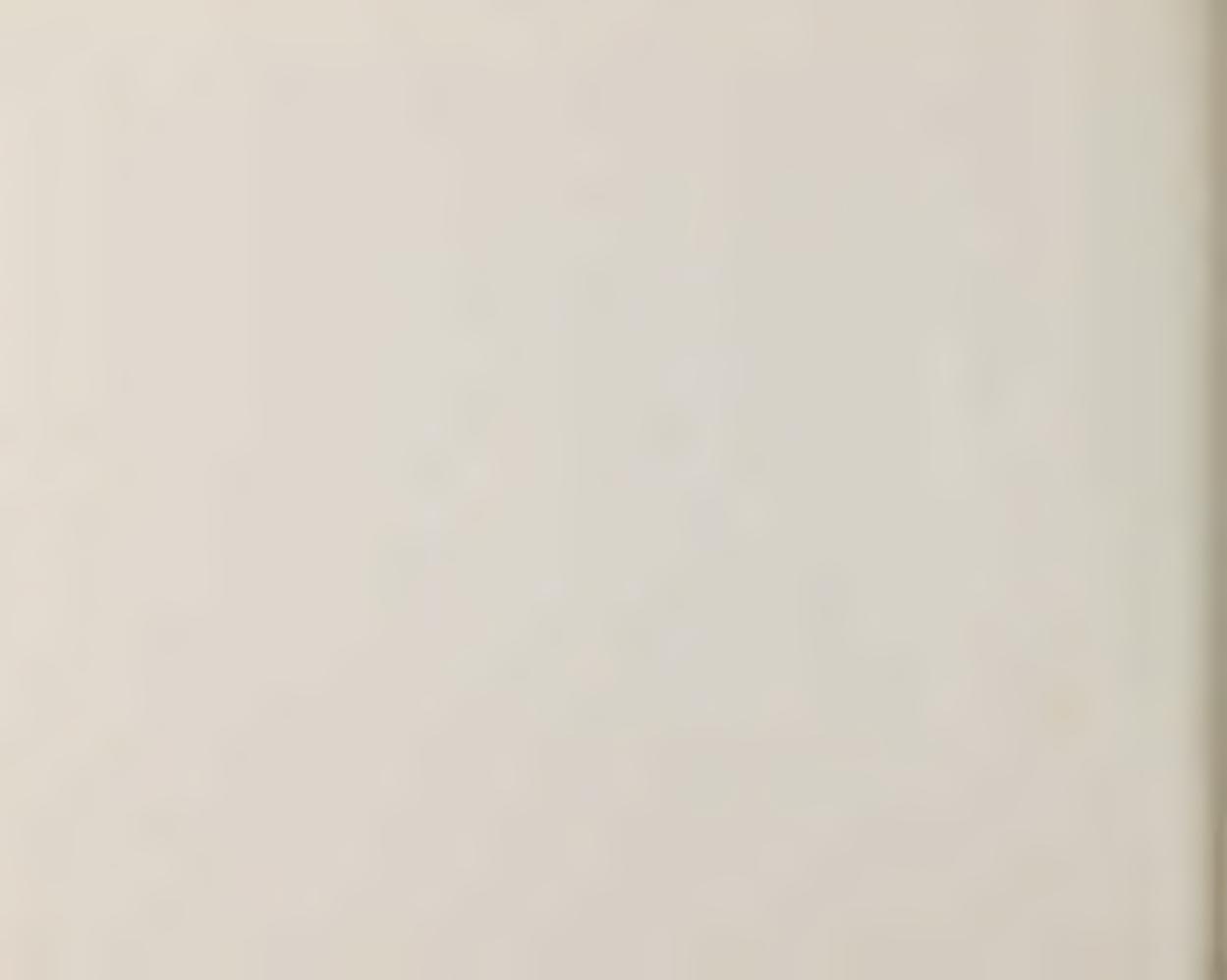


away from this district is partially due to local strife in the area in 1966, partly due to increased vandalism, partly due to the declining number of customers during housing reconstruction on the Hunters Point Ridge, and partly due to the number of shoppers which has diminished because of traffic on Third Street. The first part of this report is concerned with improvements which can take place when the present traffic situation is modified. When the Hunters Point Housing is completed new consumers will be moving into the area, and together with the present inhabitants may provide the basis for a complete, viable central shopping area.

Detailed studies were made of the entire south-east sector of
the city in an effort to determine the feasibility of designating
alternate truck routes. Since Third Street cuts across the area
diagonally it is the shortest route, and use of side streets would
lengthen the travel time. Third Street passes between Hunters
Point Ridge and Silver Terrace, and use of any side streets would
divert traffic to streets having fairly steep hills. And since
the Third Street Commercial District is confined to a very narrow
area at each side of the street, adjacent streets are strictly

residential for the most part. Thus, it is impractical to detour heavy traffic to adjacent, hilly, and devious routes through the residential neighborhoods. Freeway plans call for a Hunters Point Freeway passing to the east of Candlestick Park. just west of the Naval Shipyard, and swinging north to join the southern Embarcadero Freeway at a point north-west of Islais Creek. Once built, the freeway will attract through traffic and Third Street will become convenient and attravtive to the shoppers and the merchants. Because the proposed freeway will be accessible from both the South Basin industrial area and from the new India Basin Industrial Park proposed for the Butchertown area, it might attract trucks going to and from these two areas. Construction of the freeway seems to be somewhat dependent on construction of a southern bay crossing, and will not take place for several years. In the meantime, traffic experts in the San Francisco Planning Department are urging that Quint Street be improved in the area of Islais Creek and be designated as a truck route connecting the two industrial areas. Southbound trucks would leave Third Street and travel westerly on Quint Street,

then via Oakdale Avenue or Industrial Street to Bayshore Boulevard, and then south. Through traffic should be encouraged to use the Southern Embarcadero Freeway from Army Street to the James Lick Freeway. Since it is questionable whether the trucks and through traffic would, of their own volition, use these routes. it is proposed that traffic lanes on Third Street be reduced to two lanes in each direction and signals be de-synchronized. De-synchronized signals will slow down traffic considerably. making it easier for cars to park or make turns, and increasing pedestrian safety. This will create great benefits for the commercial district under study. It will allow the present narrow sidewalks to be widened to fifteen feet and provide for a ten foot wide. landscaped median instead of the present four foot wide paved median. At significant intervals, the median will be shortened to allow for left turn lanes. It is also suggested that bus loading zones be provided separate from automobile parking, and that where no bus zones are required, the sidewalks be increased to a width of twenty-five feet at crosswalks, providing increased safety for pedestrians wanting to cross Third Street.



Lighting levels in this Commercial District should be improved The use of diagonal parking was considered, but is not practical for Third Street as backing cars would most likely block both traffic lanes. However, it would be appropriate to install diagonal parking adjacent to the commercial buildings on most of the cross streets. These streets are very wide and carry little traffic. The exceptions are Palou Avenue, Ouesada Avenue and Revere Avenue in the central area. Lane Street, Mendell Street, and Newhall Street intersect Third Street at an acute angle and these intersections provide an opportunity to develop miniature plazas which could provide handsome bus loading areas as indicated in one of the sketches. Another suggestion is to use special paving patterns and colors to provide extra recognition of crosswalks, and to relieve the long expanse of black asphalt paving. Third Street would then appear less of a long "straightaway".

The second section of this report is concerned with the development of an adequate and handsome community center to serve the entire south-east portion of the city. Development of the center would be a great cultural asset to the community, would serve



as a viable focal point for the total community, and as suggested in connection with the existing Joseph H. Lee Recreational Center and the Old Opera House, could be a substantial benefit to the redeveloped commercial district. The Opera House is the major historical building in the area, and an important historical building to the entire city. It deserves to be saved, rehabilitated, and put to use. At present, negotiations are in progress for purchase of the Opera House as well as the entire block on which it stands, by the city. Other buildings on the block have no historical or commercial value and their demolition would provide adequate land for a community plaza, park, and community center development, perhaps including an arts and crafts center. Sporadic and limited use of the recreation center make it difficult to maintain, but as part of an imaginative community art and recreational program it could become a real asset. Two proposals are included for development of a community center. One is more ambitious in that it suggests the closing of Mendell Street to provide an expanded site and total unification of the recreation center, the opera house, a new plaza and a new arts and crafts



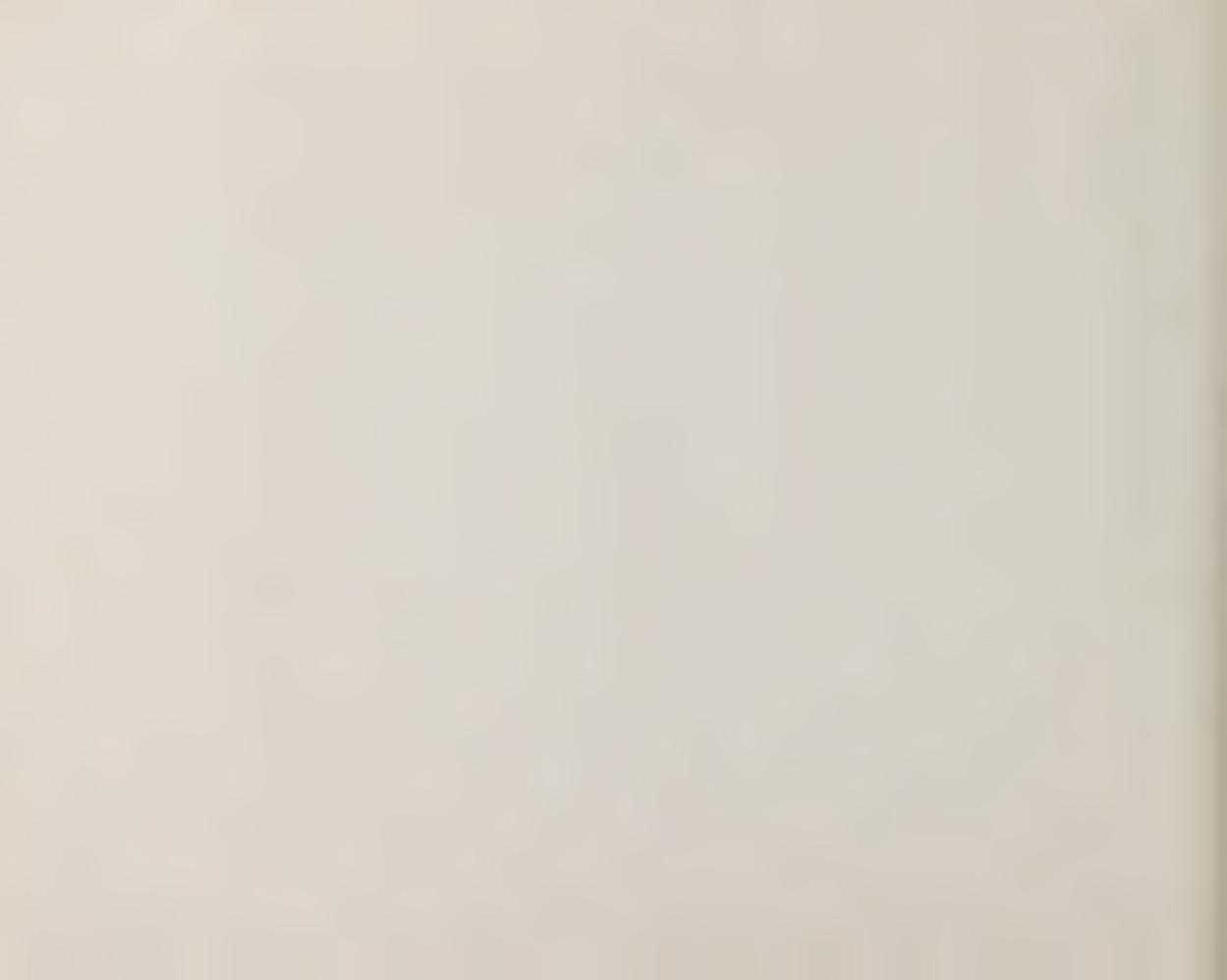
center. Development of a community center of this magnitude would surely encourage investment by outside capital in the commercial area and provide a much needed economic base to the entire district.

The final section of the report covers the residential areas
adjacent to Third Street in the Bayview-Hunters Point District
a sound community of low-density private housing bounded
by industrial developments and by the Hunters Point Naval Shipyard.

The primary aim of this portion of the report is to suggest means whereby the residential area can be set apart from the industrial areas, and the environment of both areas may be enhanced. It is proposed that buffering be accomplished through a concentrated program of landscaping.

At present there are three major areas of intrusion of traffic from sources not originating in the residential area. These are traffic serving the adjacent industrial area, traffic serving

the adjacent naval shipyard and traffic serving nearby Candlestick Park. The restriction of this traffic, or, where possible, the elimination of this traffic, is necessary in order to restore the quiet neighborhood quality of the residential areas. If this report were being prepared for a new isolated residential area, the problems of traffic circulation would be of a less complex nature. But this is not a new isolated area, it is existing and tied very closely to existing traffic circulation of surrounding neighborhoods, some of which cannot be altered. It is the intent of this report to provide solutions to existing traffic conditions which would be beneficial to all areas concerned. Physical traffic barriers separating the residential area from the industrial areas have been suggested only where there are acceptable alternate routes for this traffic. This can be done in two ways. One would be to add a physical barrier in the street which would force the traffic to turn from a street heading into a residential area onto a street that is still within the commercial-industrial area. Another method would be to add street signing prohibiting trucks from turning into a residential area, but would allow the



In each of these solutions a large landscaped area can be added to provide a visual separation between the two land uses while providing an aesthetically pleasing addition to each community.

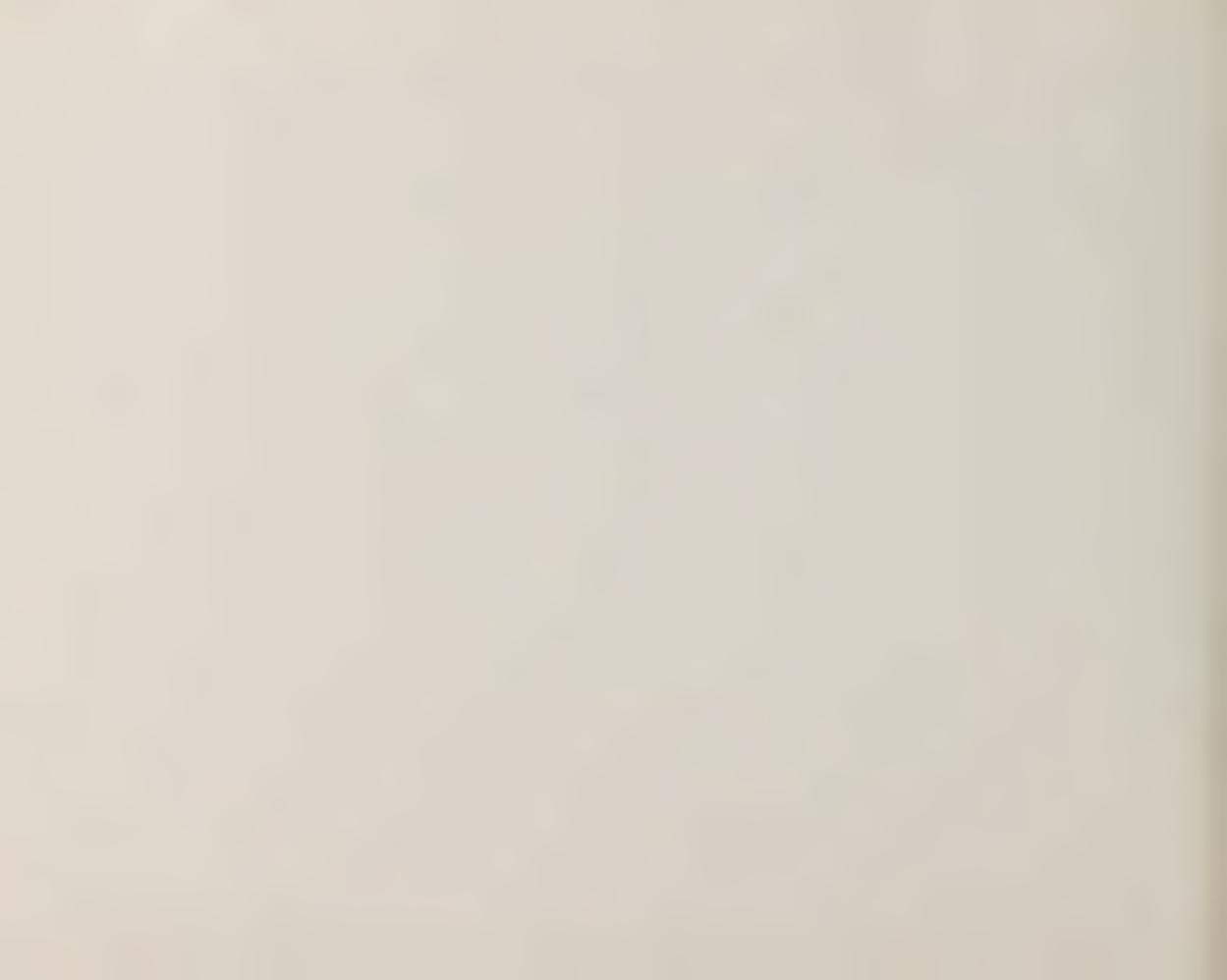
In certain areas a complete traffic separation would not be possible without a relocation of either residential or commercial establishments. In these areas a partial diverter is suggested to limit industrial traffic, while adding to the planted areas of the adjacent residential areas. The traffic problem generated by the adjacent naval shipyard cannot be solved by the use of diverters. At present there are two major access routes to the shipyard. One is along Palou Avenue and Revere Avenue through the residential area, and the other is along Evans Avenue through the industrial area. There are several alternatives for accomplishing the removal of this shipyard traffic from the residential area. One alternative would be to restrict the traffic using the south gate leading to Palou, and rerouting internally the shipyard traffic so that it enters and exits through the north gate only. The south gate could remain as an emergency exit from



the shipyard. Another alternative can be accomplished only after the proposed Hunters Point Freeway is completed. At that time both the north and south entrances could be linked with the freeway to eliminate unnecessary traffic through the residential and industrial areas.

Until either one of these alternatives, or some other means to divert shipyard traffic away from the residential area is employed, this traffic will continue to be a cause for noise, air pollution and physical damage to the residential neighborhood along Palou and Revere Avenues.

The third source of externally originated traffic is that from Candlestick Park. Although not extremely heavy, there still is a noticeable amount along Ingalls and Jennings Streets and then down Van Dyke to Third Street. To channel this traffic away from the Bayview District would only increase the traffic through the residential section of the Bret Harte District. A more direct access to Candlestick Park from the James Lick Freeway is necessary in order to relieve the residential areas of this undesirable traffic.



Perhaps the greatest single contribution to the enhancement of a neighborhood is the introduction of trees to these areas. As suggested above, this can be accomplished through diverters at the periphery of the residential area. This same effect can be achieved through the use of diverters on the interior areas of the residential district.

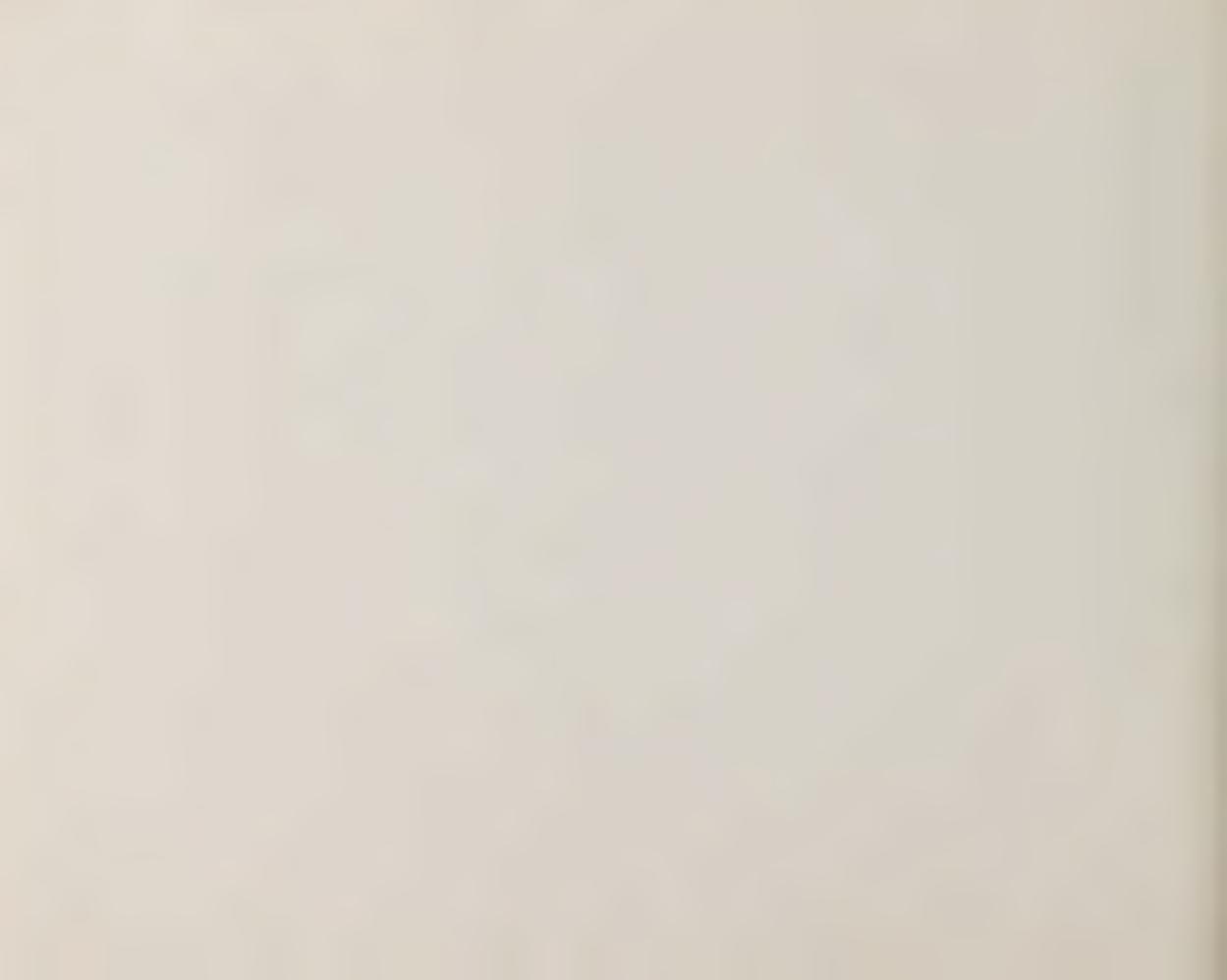
Whereas the main objective of the diverters at the periphery of the residential district is to divert unwanted traffic, interior diverters have the two-fold purpose of controlling traffic speed and breaking the monotony of long, straight lines originally produced by the grid street pattern. It has been demonstrated in other communities that traffic diverters are a very effective device for slowing traffic. In order to make the turn, cars must slow down to about 15 miles per hour, greatly increasing the safety of pedestrians on any one of the four streets adjacent to the diverter. In certain areas where it is not desirable to cause traffic to turn a corner, a circular landscaped area in the middle of the intersection is suggested to cause traffic to reduce speed. Diverters also serve to eliminate the monotony of



uninterrupted asphalt paving. The vista changes from telephone poles and parked cars to a parklike setting of shrubs and trees, and perhaps benches for neighborhood conversation groups.

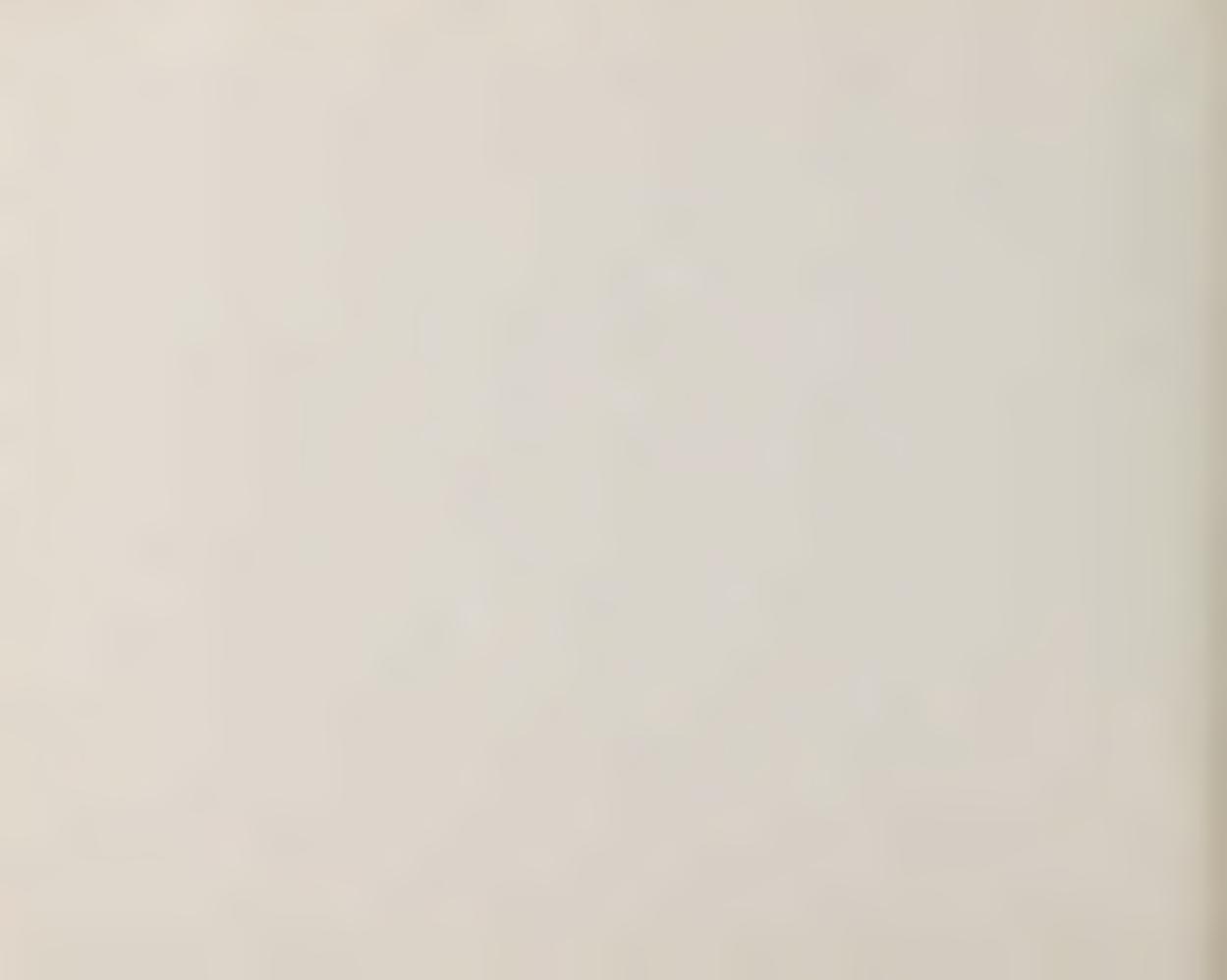
In areas where diverters are not employed, it is suggested that streets be narrowed near the intersection by adding planting space in the area of the parking lane. Traffic will naturally be slowed, and by "containing" the houses in a block with a planted area at each end, each house becomes a part of a smaller neighborhood. This sense of belonging should instill a feeling of pride which would be beneficial to the whole residential area.

In conclusion, it should be stressed that this report is a physical planning document only and does not include social and economic aspects vitally required to insure neighborhood stability. The various suggestions included should be considered as options available for improving the environmental quality of the community. It is imperative that there be agreement to a program embodying these or other ideas which can truly benefit the community, and that all work together towards their implementation.



The successful conclusion of this study should lead to its implementation; and similar studies dealing with the many other problems of the Bayview Hunters Point Model Cities area must be started. Therefore, an application for a new 701 Comprehensive Grant has been made.

The program for the new study will conform to the proposals of the Model Cities plan and will include review of the South Bayshore Study and city-wide plans and regulations as they affect the model neighborhood area. The program will result in detailed plans and action programs covering the subjects of housing, public improvements, circulation, transportation, traffic, urban design, recreation and commercial uses, as defined by the model neighborhood planning process. Special studies will include the economic development potential of the Third Street business section, upgrading of existing housing, community center development, waterfront recreation development, traffic circulation, public and private transportation and service transportation from and to the area, water and sewage improvements, sidewalk installation,



street lighting, and a program specifying targets to be met during the model cities project. All activities will be linked directly to the citizen participation component of the model neighborhood program.

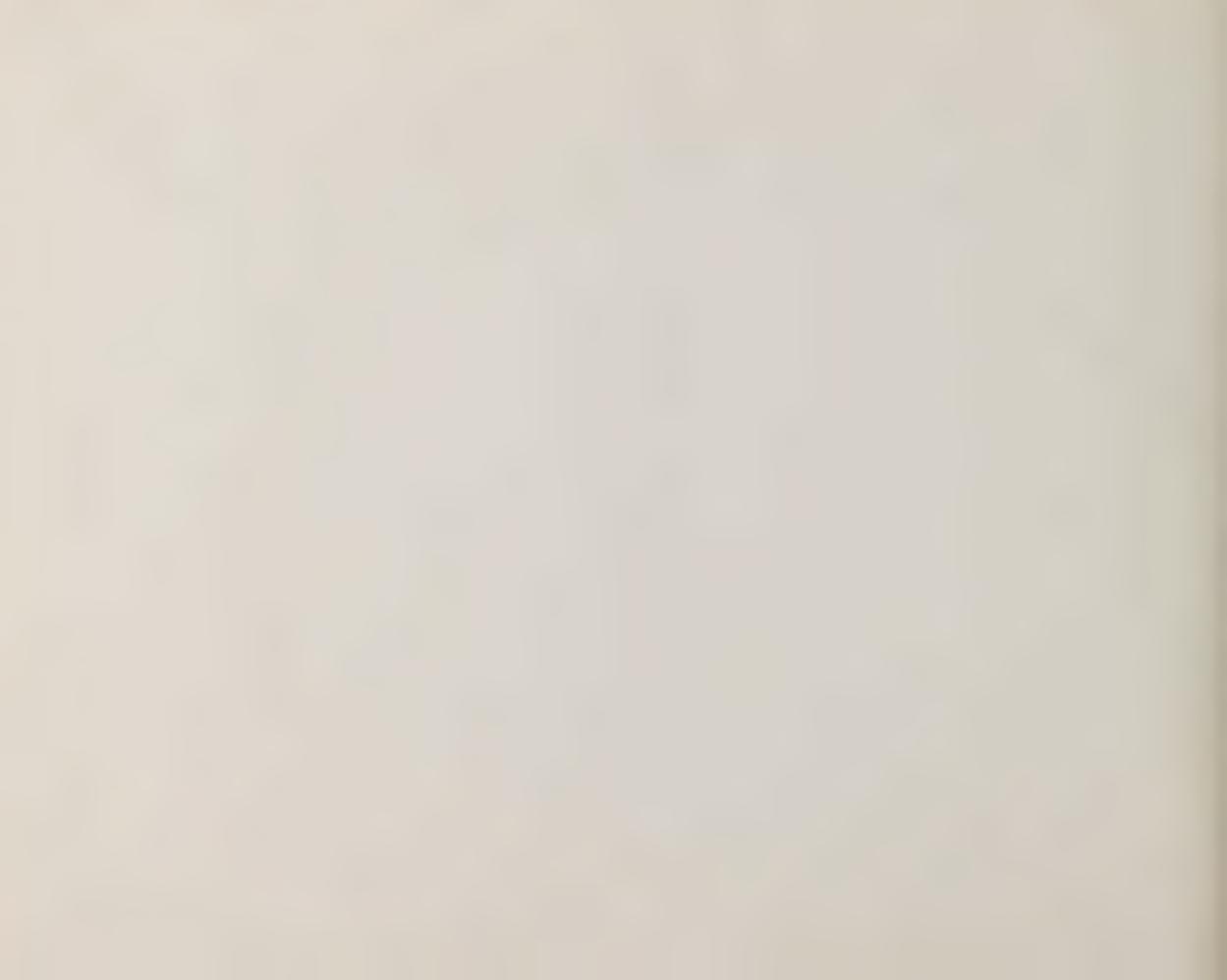
The studies will be conducted by Model City Board and Staff as well as affiliated agencies and expert consultants. City departments such as City Planning, and the Department of Public Works will be involved. These studies will require utmost cooperation among the experts and the citizens in the area. The most significant parts of the program will be the sections dealing with its implementations.

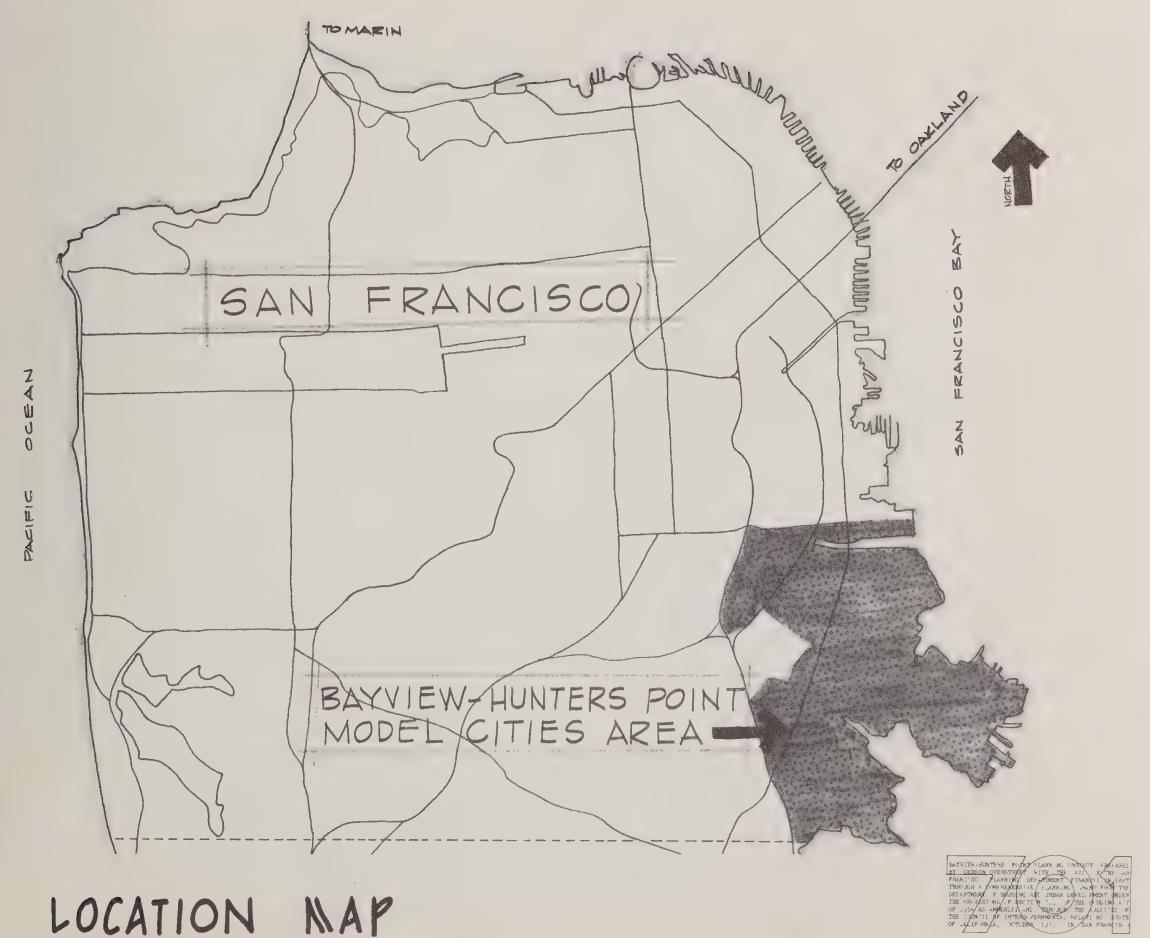


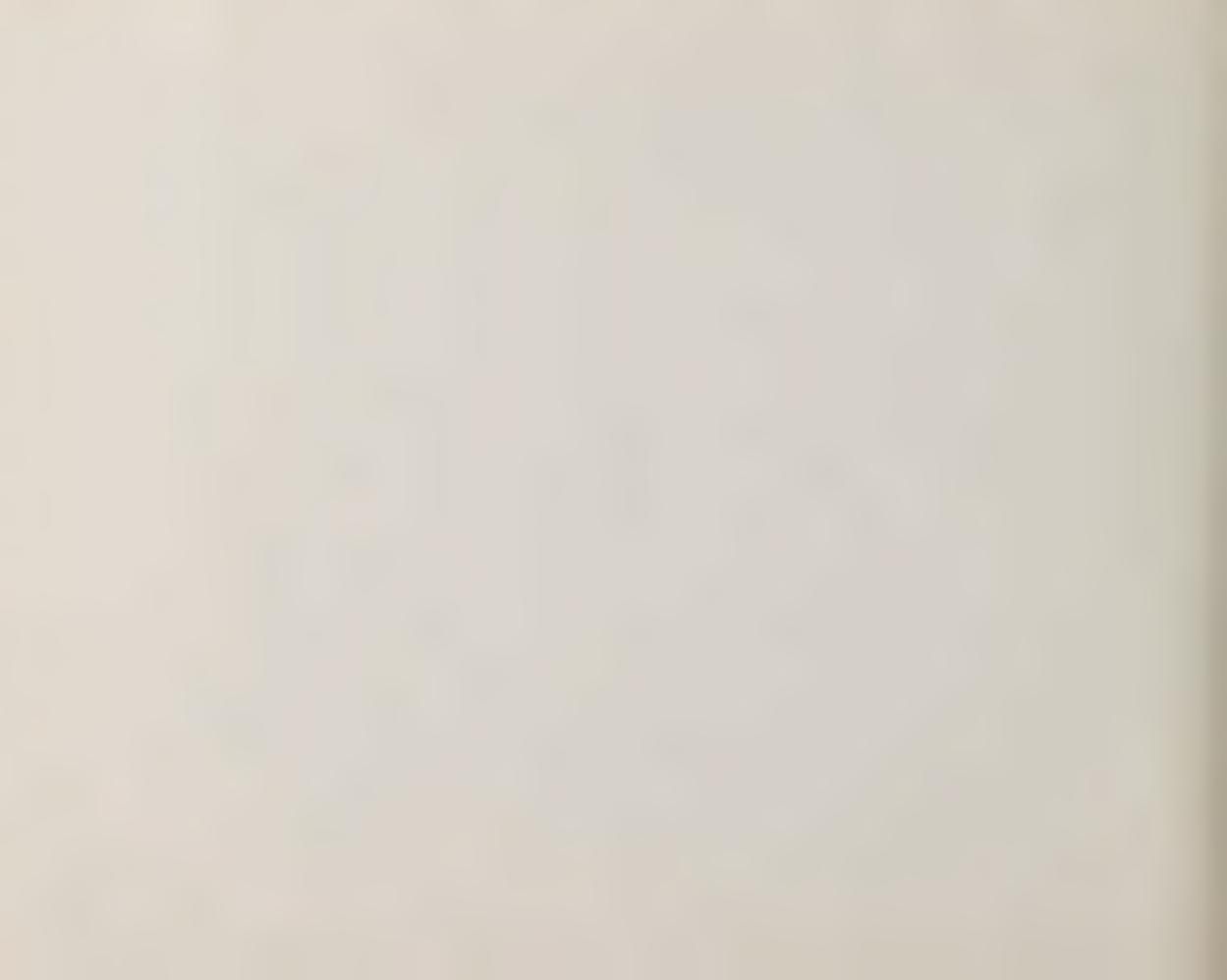
Included in the research was compilation of a survey of the Third Street Merchants to determine their reactions to various suggested improvements. The survey is included in this report along with a summary of the results. Gerson/Overstreet prepared a short movie indicating how other Bay Area communities had solved problems similar to those in the Bayview-Hunters Point area. The movie was shown at two community meetings.

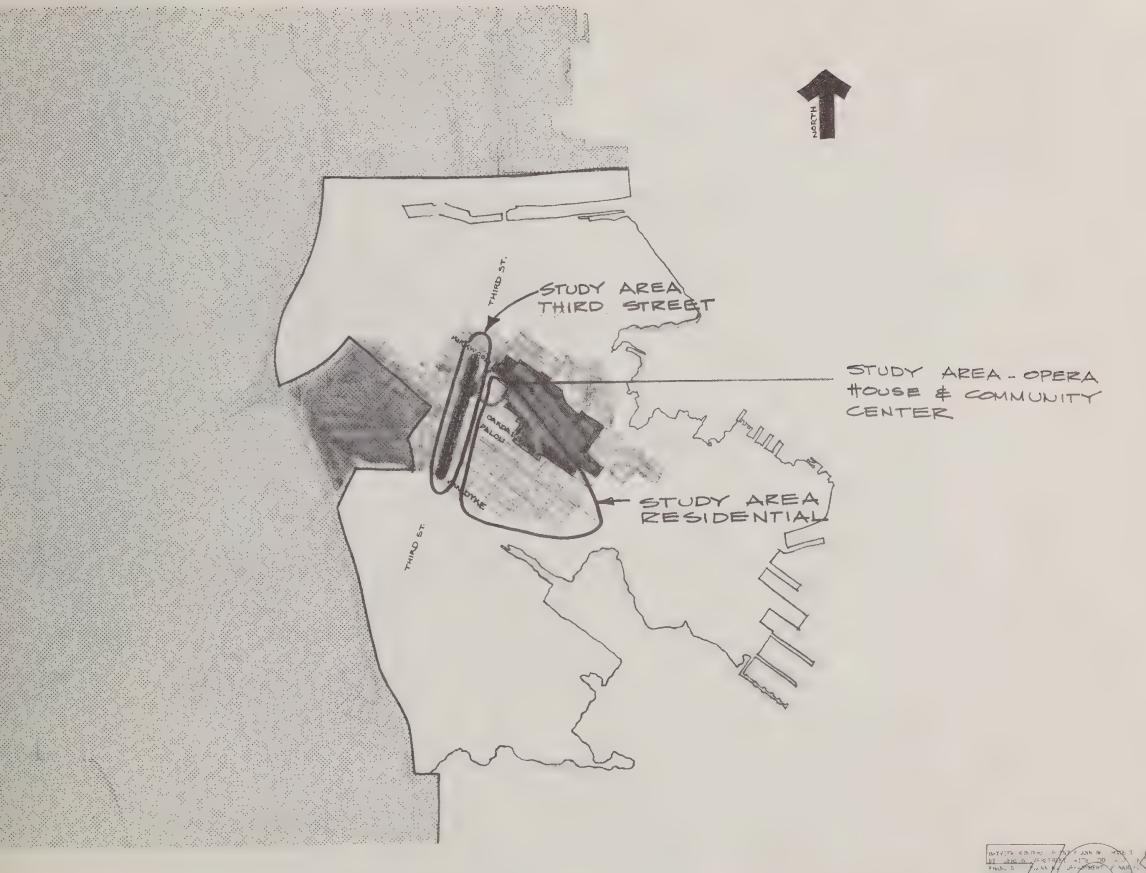
Preparation of this report required substantial investigation and research, and the cooperation of leaders in the community as well as members of various city agencies. Certainly, the most important single document for research was the comprehensive "South Bayshore Study". Credit is due Harold B. Brooks Jr., Deputy Director, Citizen Participation, Bayview-Hunters Point; Charles Louis, Deputy Director, Bayview-Hunters Point Model Cities Agency; Allan B. Jacobs, Director of Planning, City of San Francisco; members of the San Francisco Department of Public Works - Traffic Engineering; the Environmental and Physical Planning Task Force, Bayview-Hunters Point; and members of the Southeast Industry and Merchants Association, Inc. Joseph Fitzpatrick, of the San Francisco Department of Planning provided invaluable assistance.

In addition to Hans Gerson, and Harry Overstreet, their staff contributing to this project included Robert Ernsberger, Project Planner; David Brown, Assistant Planner and Delineator; Donald Millar, Designer and Researcher; Shellie Ross, Timothy Gerson, Walter Ruffin, Leonard Wilson, and Dianna Martin, Draftsmen; Enoch Williams, Draftsman Trainee; Gloria Wade, Typist; and Hilde Gerson, proofreader and grammarian.

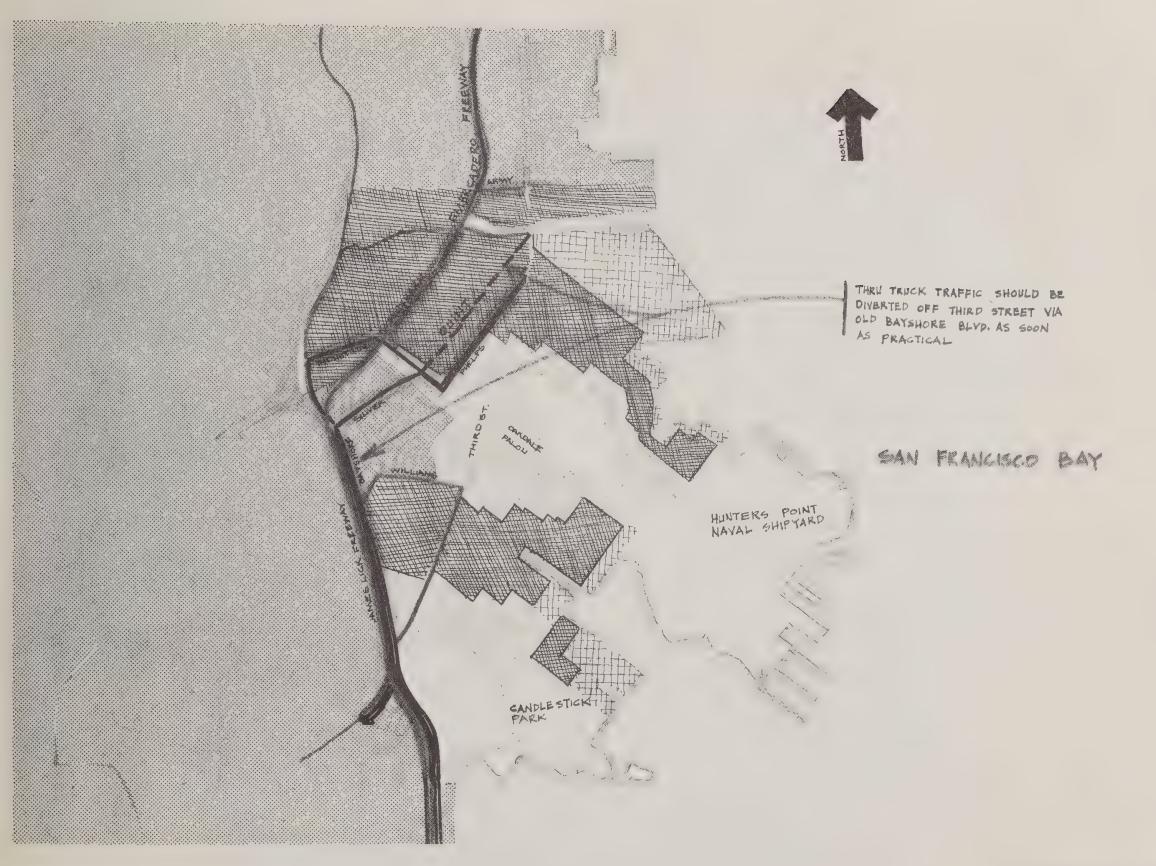






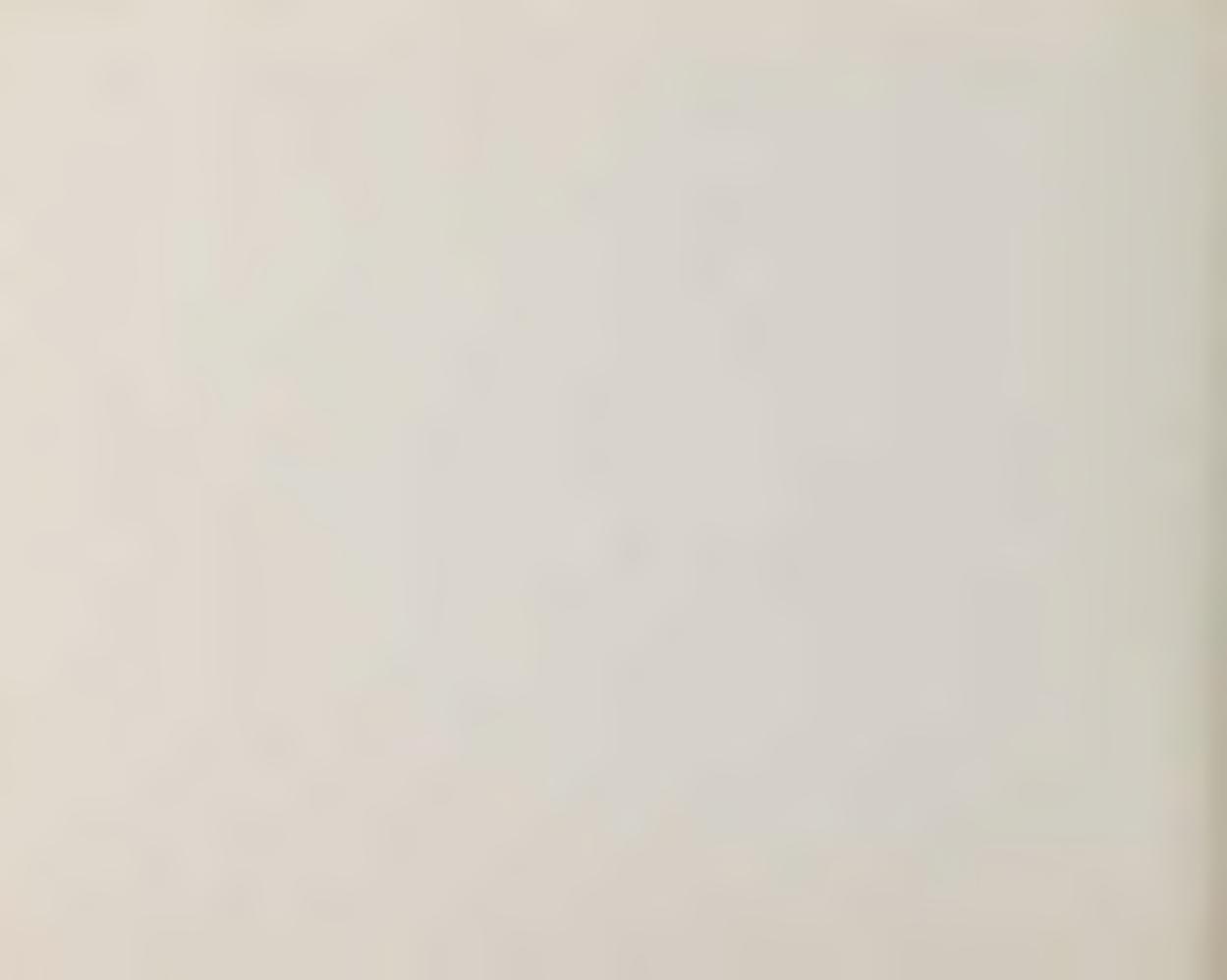






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HUNTERS POINT-BAYVIEW 701 PLANNING PROJECT UESTIONNAIRE

Answers to the following questions will assist the planners in developing plans for the Hunters Point-Bayview District, particularly as it pertains to plans for the Third Street Commercial District.

1.	Name of Store:				
2.	Type of Business:				
3.	Address:				
4.	Name of Business Owner:				
5.	Does Business Owner also own the building:	32% do	own buil	ding	
6.	Width of Premises:				
7.	Approximate Square Footage:				
8.	Is there rear or side access:	55% have	e rear or 4	ide access	
9.	How many off-street parking do you have:	8% hav	e more tha	n 5 spaces	
10.	Number of stories in building:				
11.	Upstairs occupancy:		·		
12.	Number of residential units:				
13.	Is space and condition adequate for business: 91% 5016		425		
14.	Do you think the building needs major rehabilitation:				
15.			72% sai	said yes	
16.	If Model Cities financing (low interest lo available, would you be interested in inve- improvements to your building:	ties financing (low interest loans) were 62% 4 would you be interested in investing in		rested	
17.	Do you think heavy traffic on Third Street could be discouraged by not synchronizing signals:			55% said no	
18.	18. Do you think heavy traffic on Third Street could be discouraged be reducing traffic lanes to two in each direction.		iscouraged by	64% said no	
19.	Do you think not synchronizing signals and reducing traffic lanes would discourage shoppers:			55 % said no	
20.	Do you think more signals on Third Street would benefit the commercial district:			53 % said no	

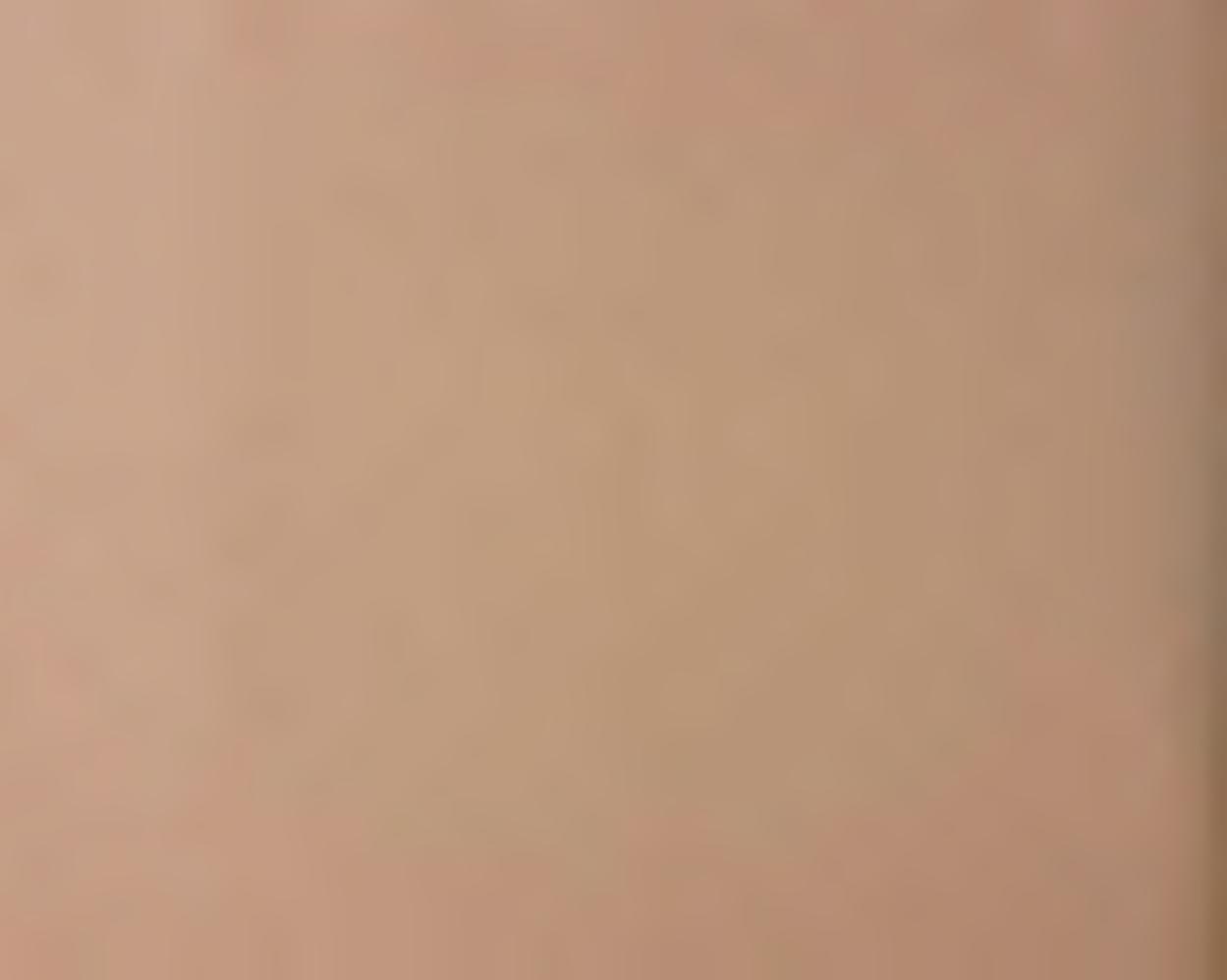
21.	Do you feel that a reduction in truck traffic on Third Street would have a positive or negative effect on your business:	63% said	
22.	Approximately how many delivery trucks call on your business in one day:		
23.	Do you have off-street unloading facilities:	80% soid no	
24.	Do they generally double park on Third Street:	61% 4aid 409	
25.	Are loading zones adequate so trucks do not have to double park:	65% said no	
26.	Are any of your deliveries made with trailer type trucks or "semis":	45% said yes	
27.	Do trailer type trucks or "semis" deliver daily:	8% said yes	
28.	Do you feel that parking is adequate for your customers:	70% said no	
29.	Do you think that additional parking would increase your sales:	85% said 485	
30.	Do you think there is a need for one or two centrally located off- street parking lots:	83% said yes	
31.	Do you think that city bus service to the Hunter's Point-Bayview area is adequate;	69% said yes	
32.	Do you feel that concern for the pedestrian shopper (providing wider sidewalks, benches, larger trees, and planting) is needed:	71% said yes	
33.	Do you feel that the present street lighting is adequate for comfort, safety, and security:	64% said no	
34.	Would you approve of a plan which would concentrate small, walk-in commercial businesses in a compact area:	73% said	
35.	Would this shopping district be more successful if any of the following chain-store type operations were added:	80% raid ye	
	Full size Department Store such as Penney's or Macy's		
	Shoe Stores		
	Womens Wear such as Lane Bryant		
	Ready to Wear such as Bond's		
	Discount such as White Front		
	Drugstore such as Payless or Thrifty		
36.	What effect will 1600 new family units at Hunter's Point have on your business:	73% said	
37.	What will be the effect of year round operation of Candlestick Park on your business:	45% said	

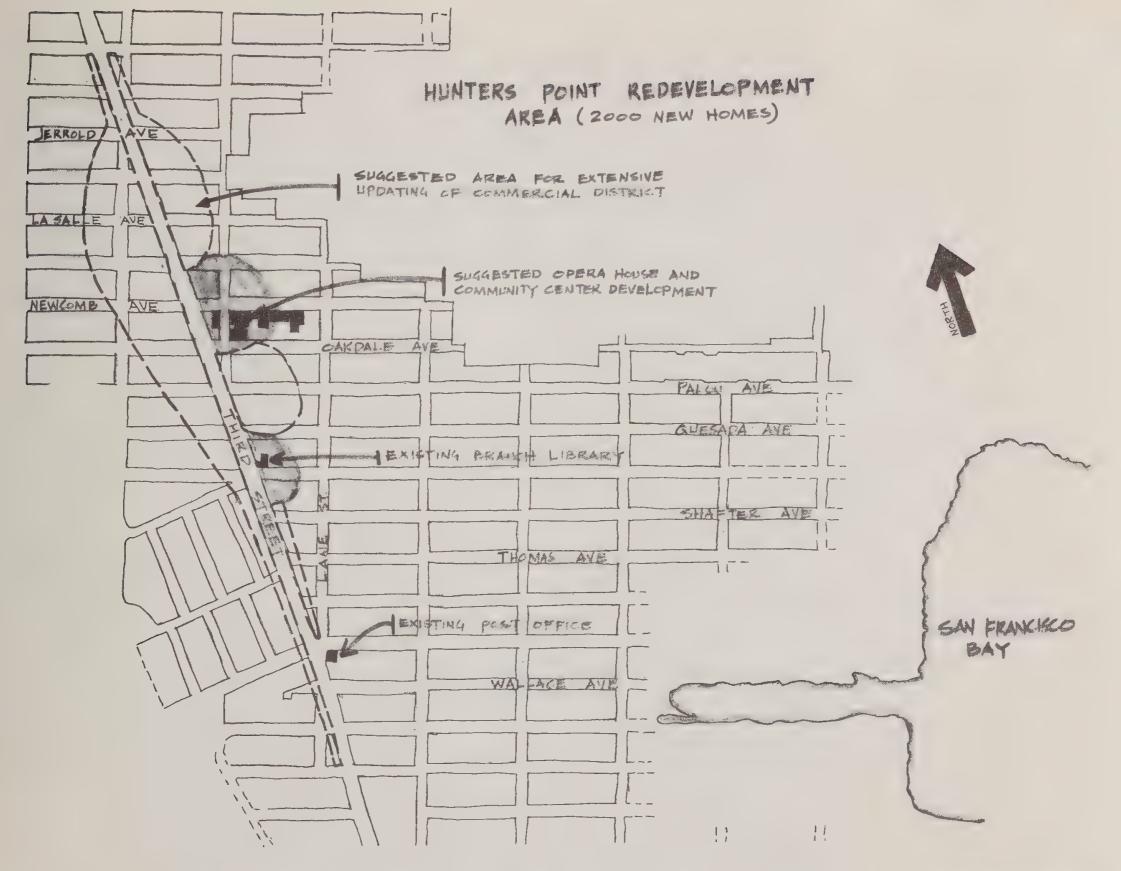


THIRD STREET COMMERCIAL DISTRICT

Approximately twelve blocks of Third Street are presently the commercial center for the entire Bayview-Hunters Point residential community. However, in its present condition, the area is not sufficiently well designed and organized to attract its potential of business. Third Street has six lanes of traffic with a narrow concrete median and narrow sidewalks. The customer-business relationship in the district is further disrupted by the heavy through and truck traffic going to the industrial districts to the north, west and south, and to the shipyard on the east. In addition to the heavy traffic problems, parking is a problem throughout the shopping community.

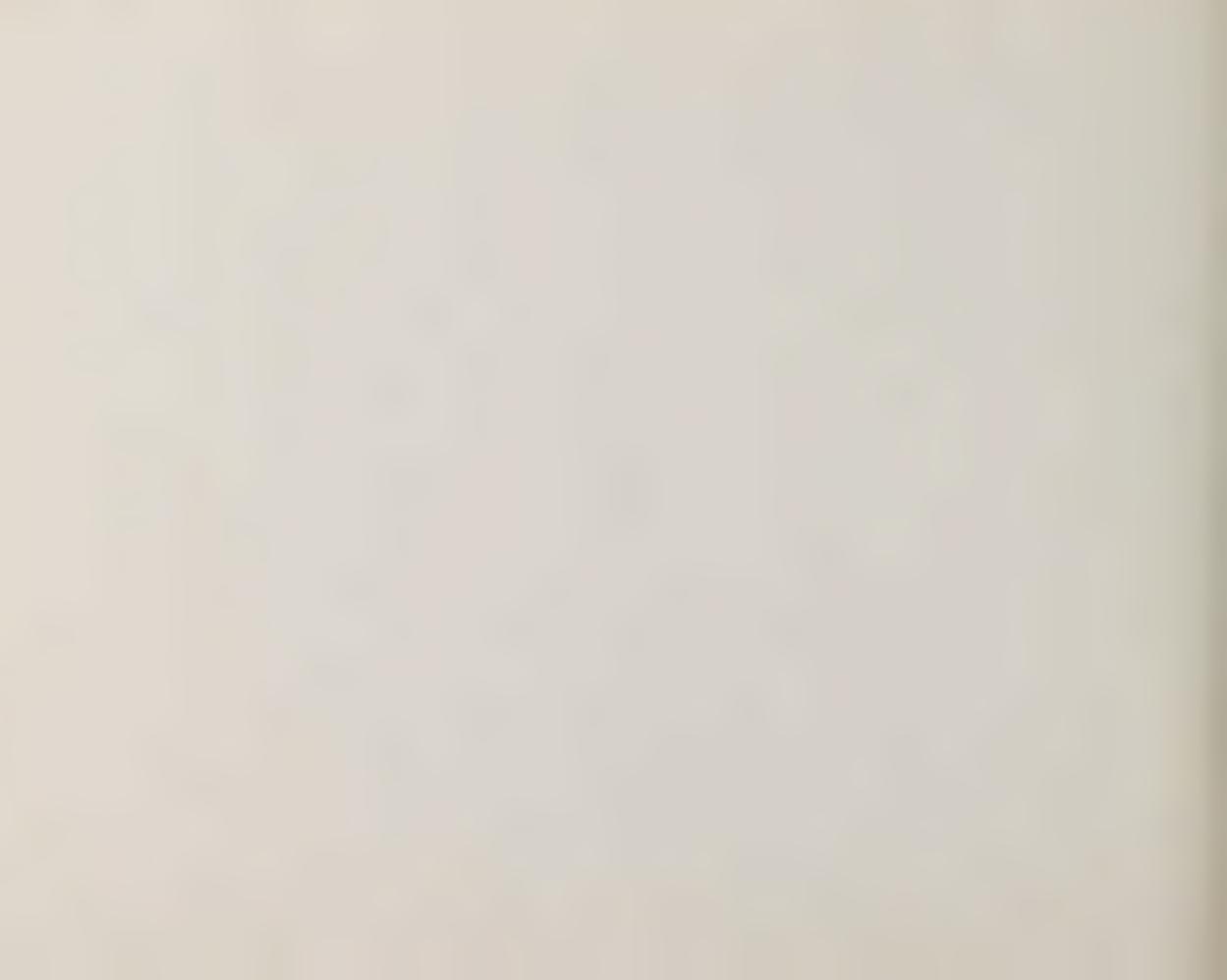
THIRD STREET COMMERCIAL

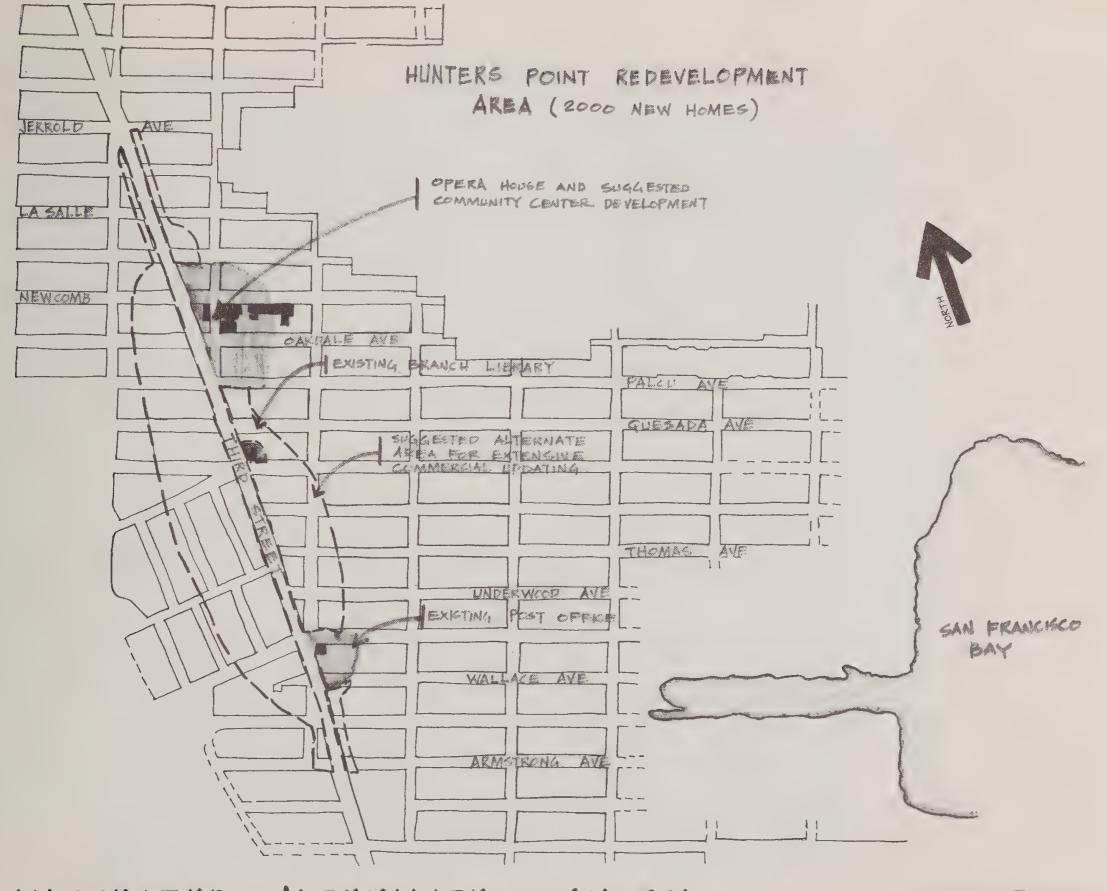




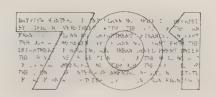
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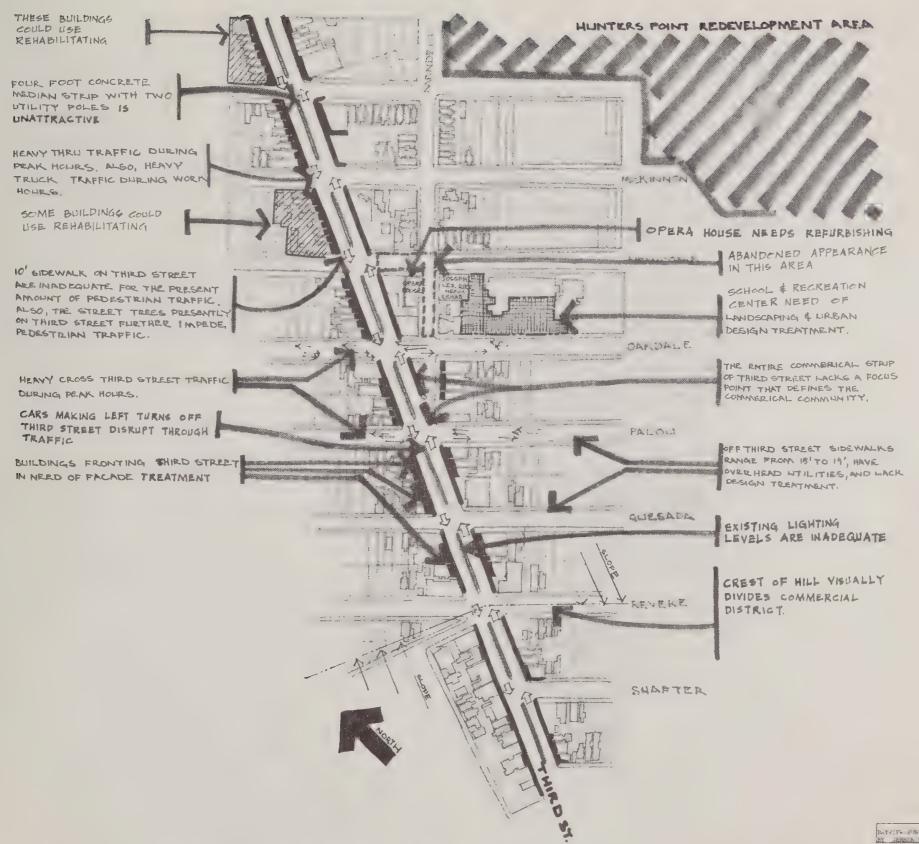
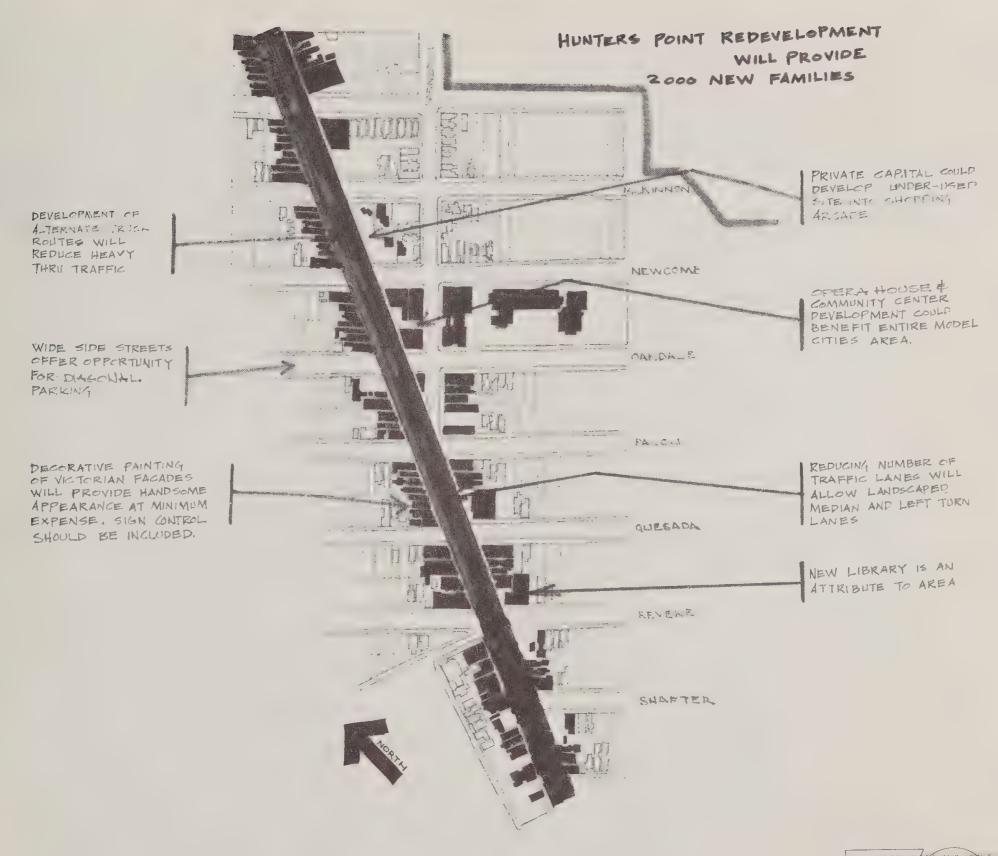
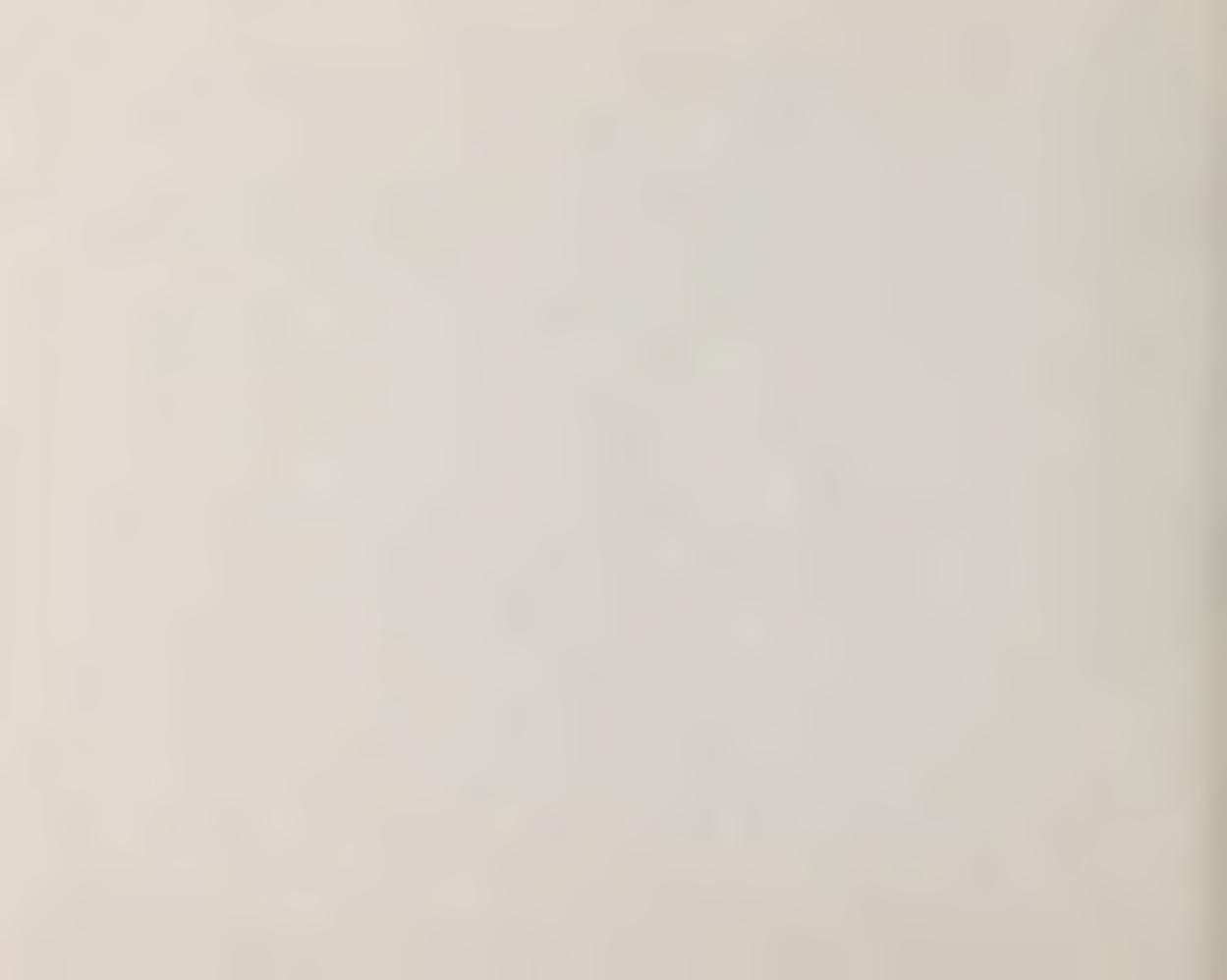
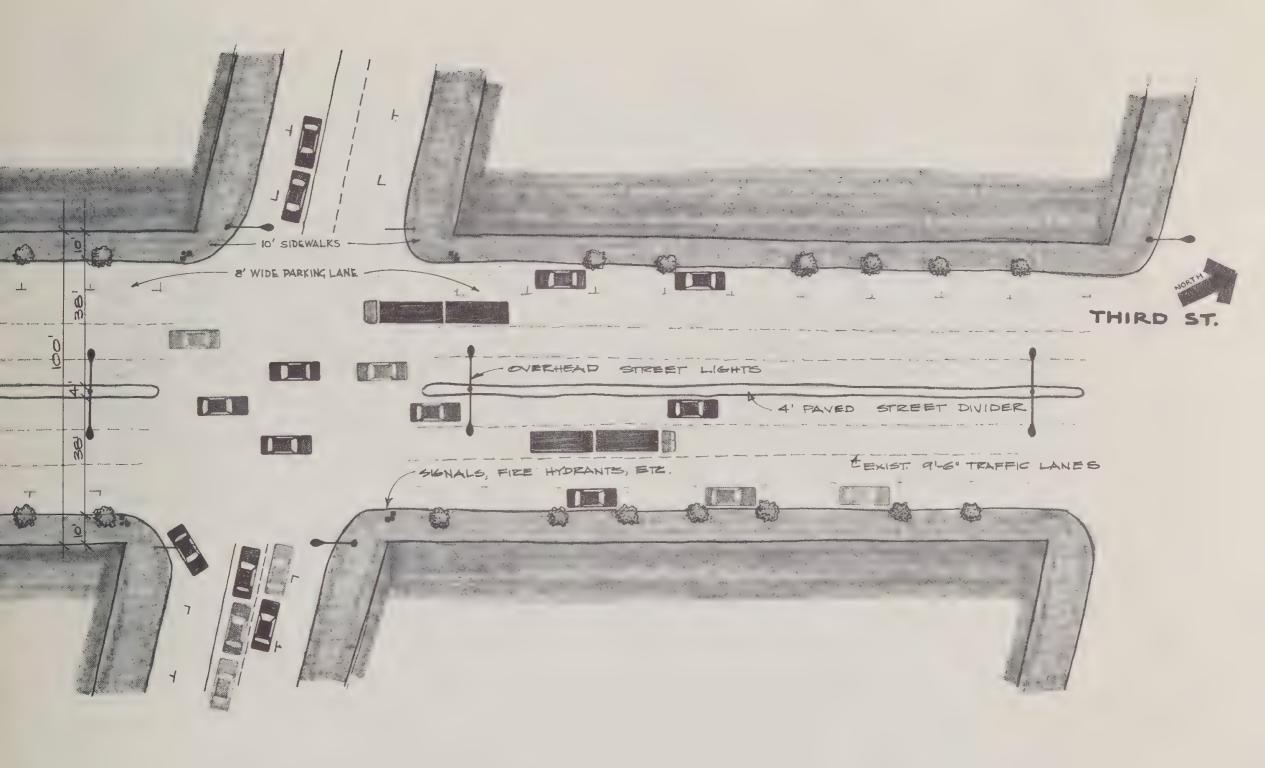


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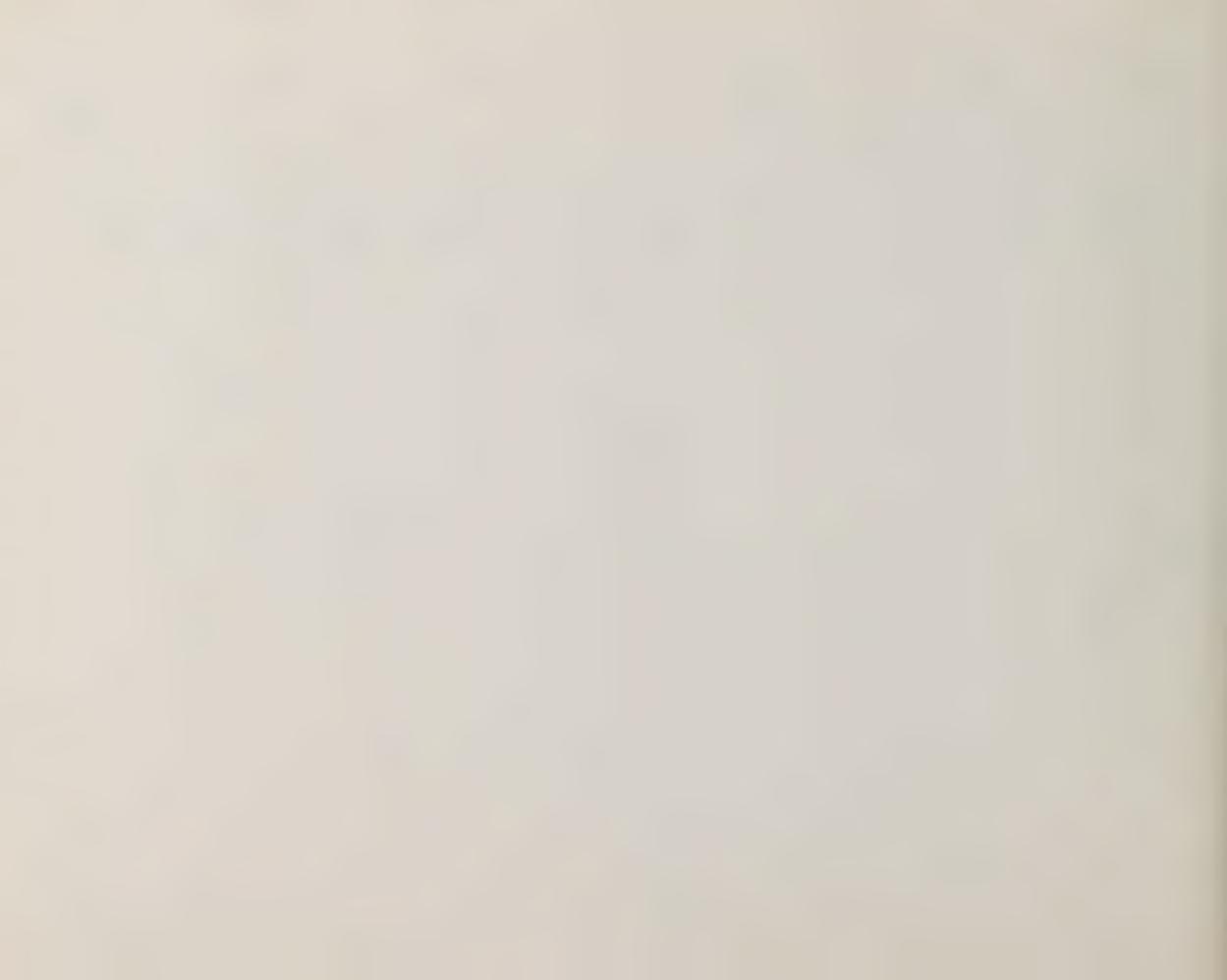


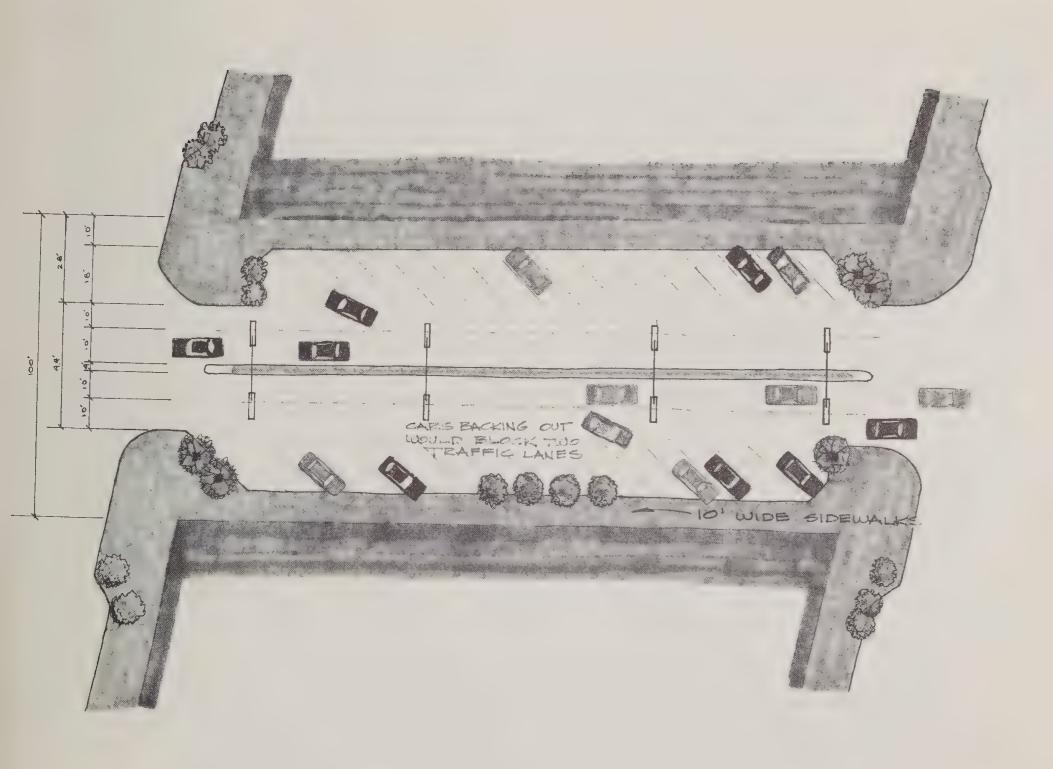




EXISTING TYPICAL TRAFFIC & PARKING CONDITIONS

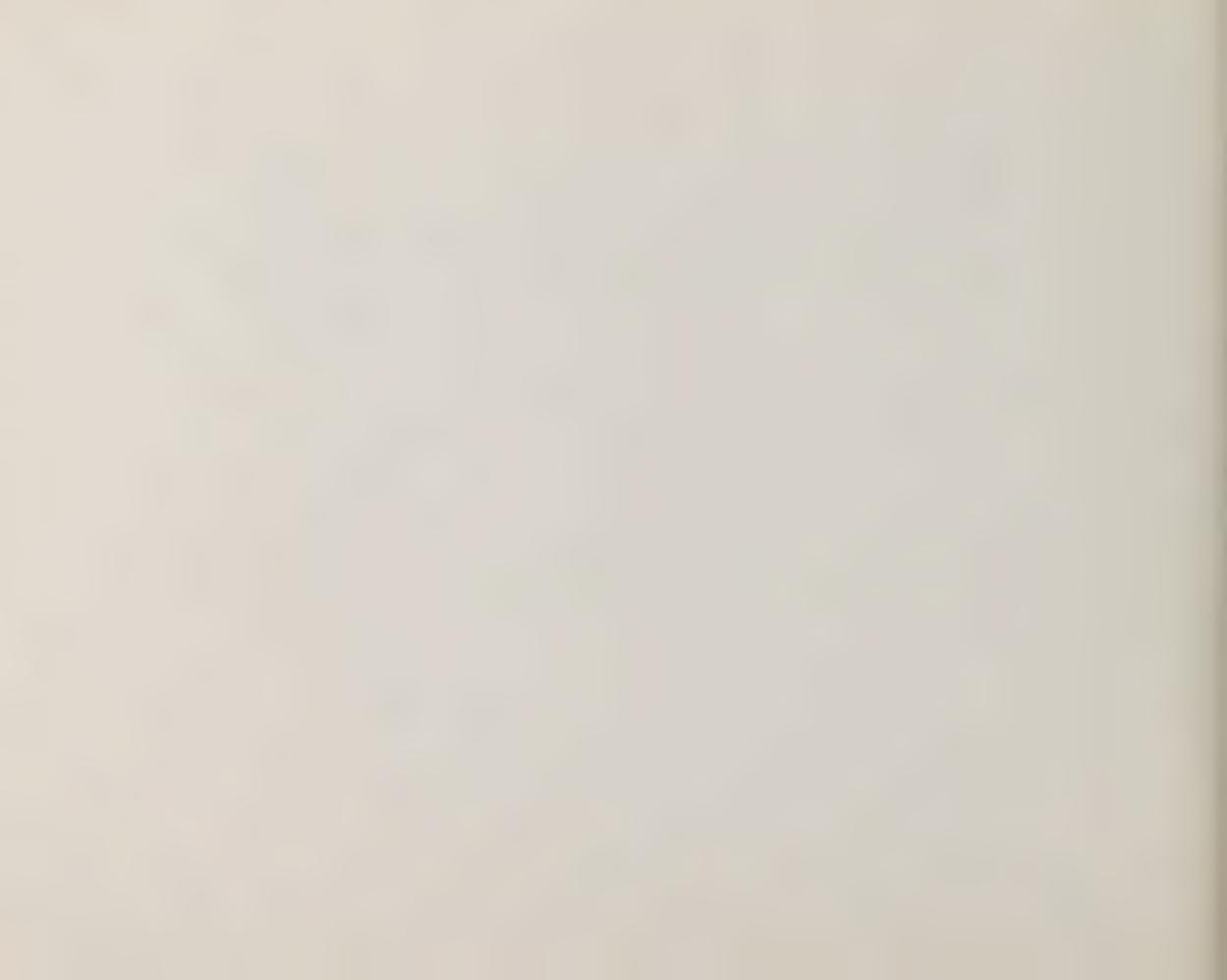


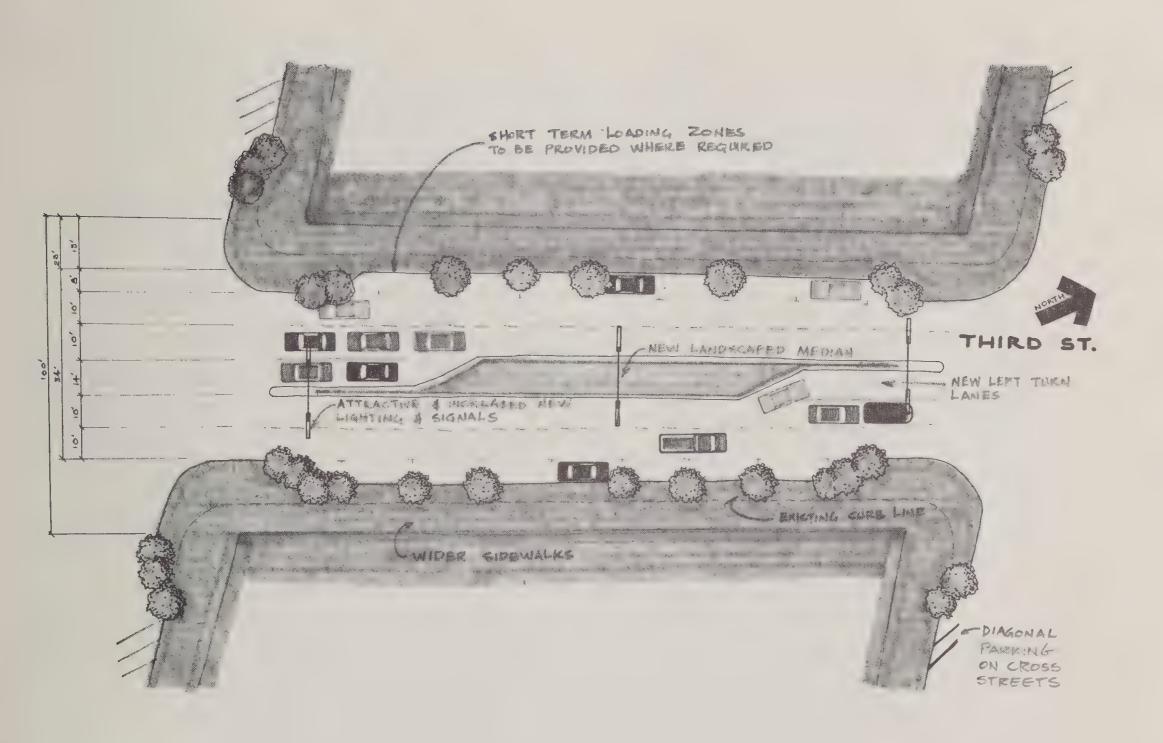




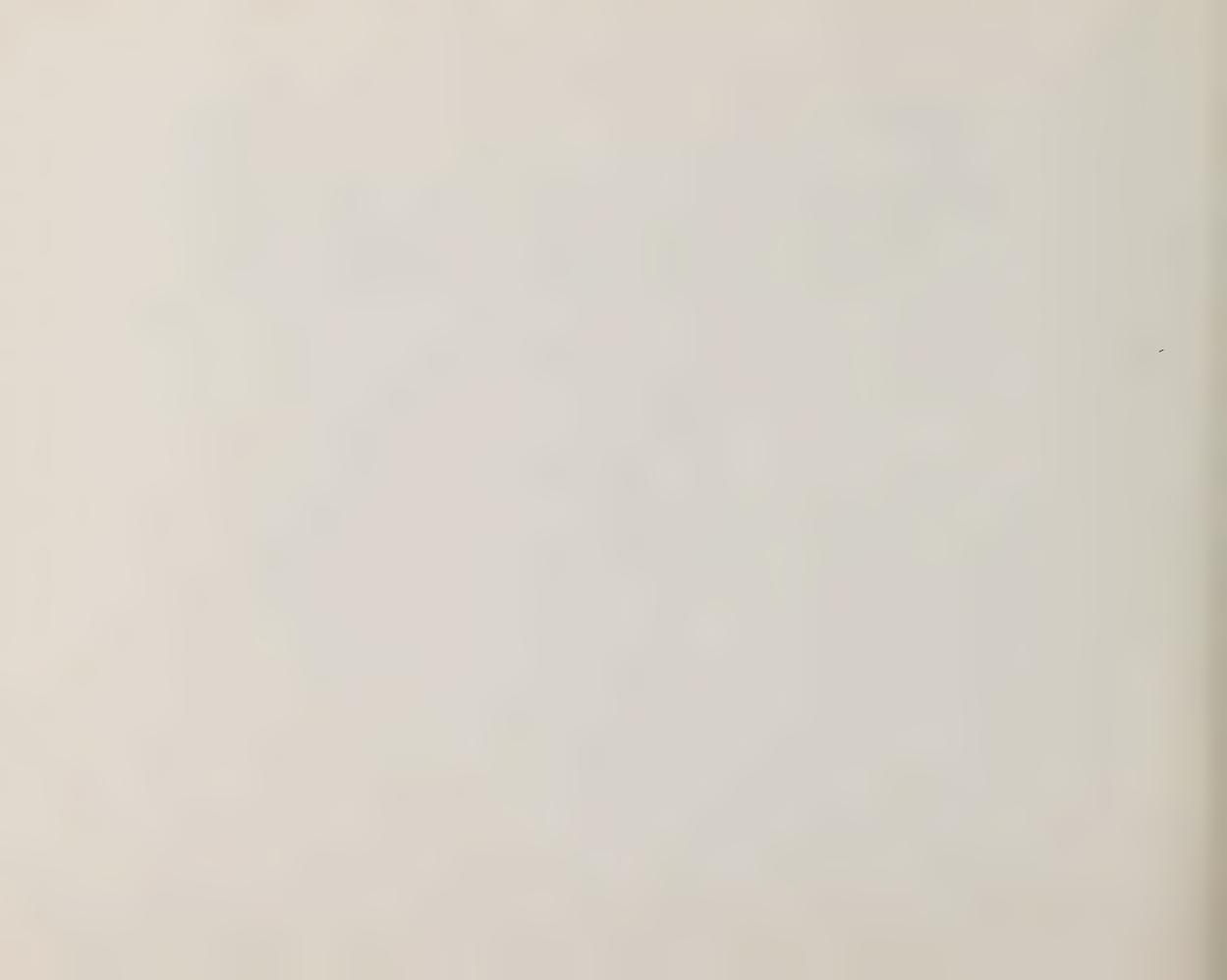
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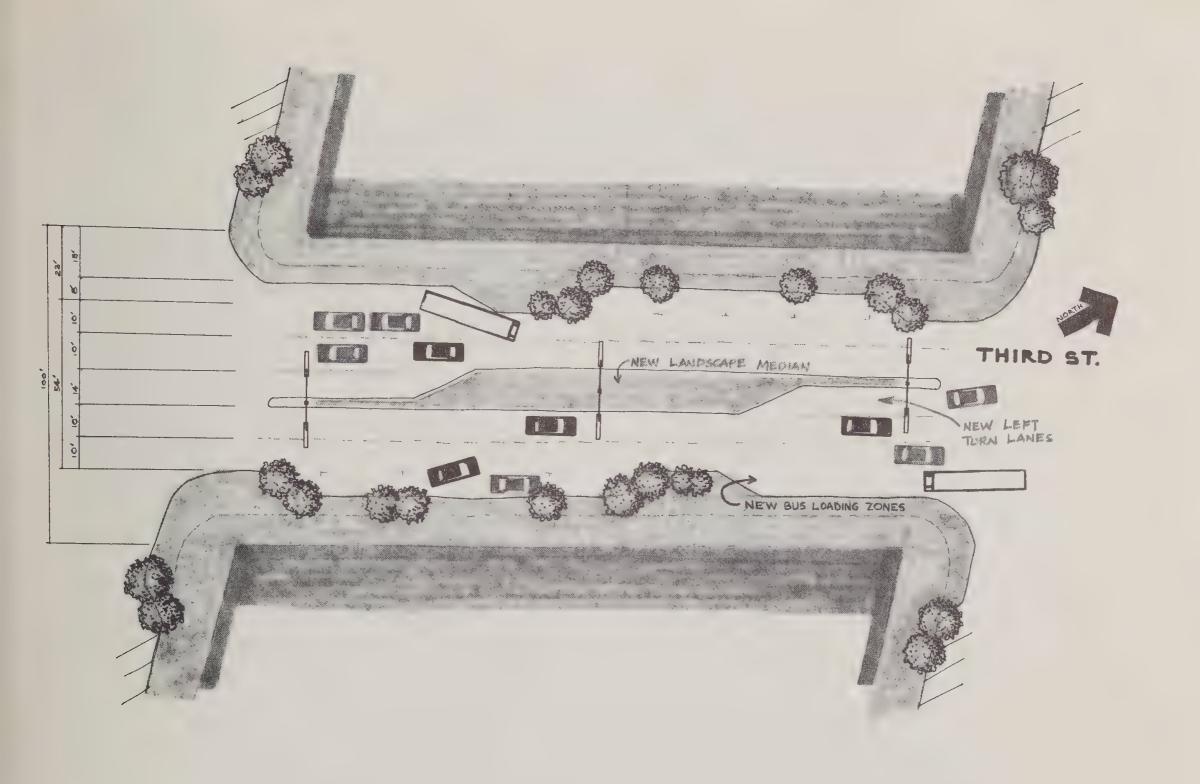






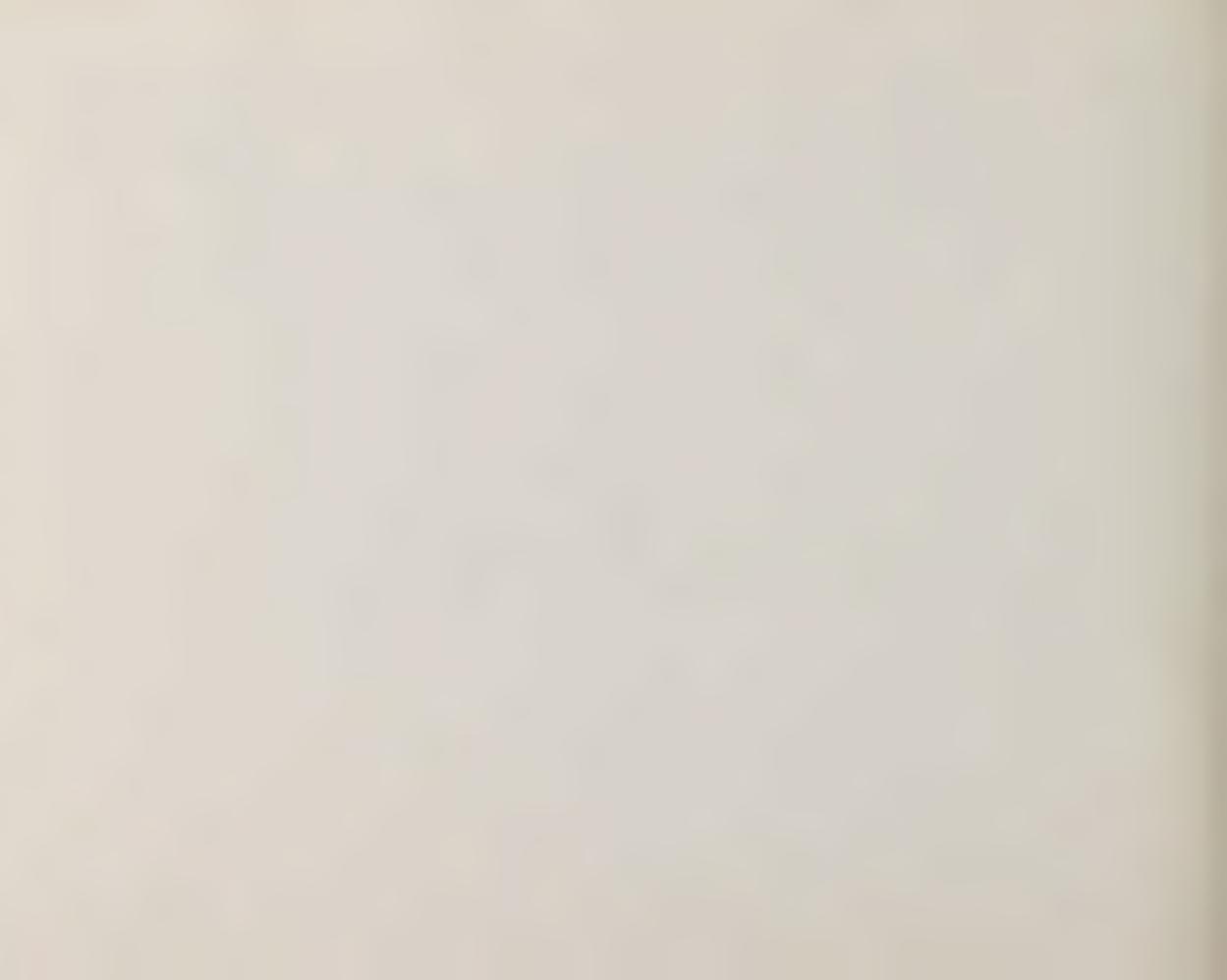
SUGGESTED NEW TRAFFIC PATTERN W/ LEFT TURN LANES & PARALLEL PARKING

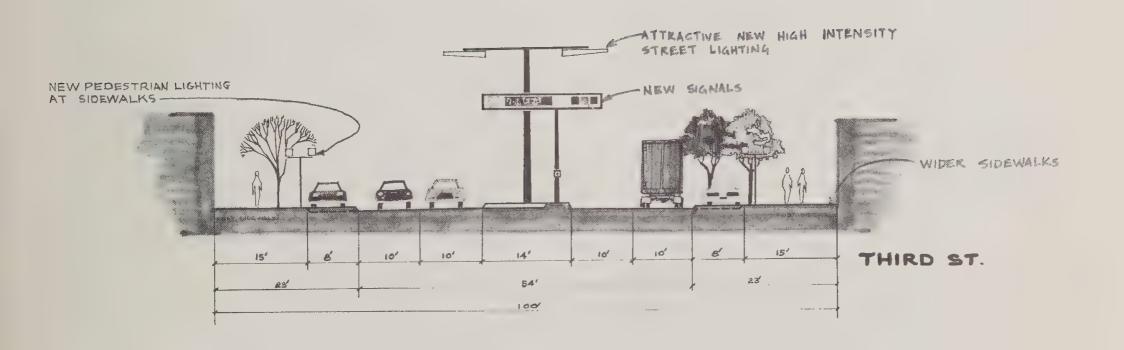




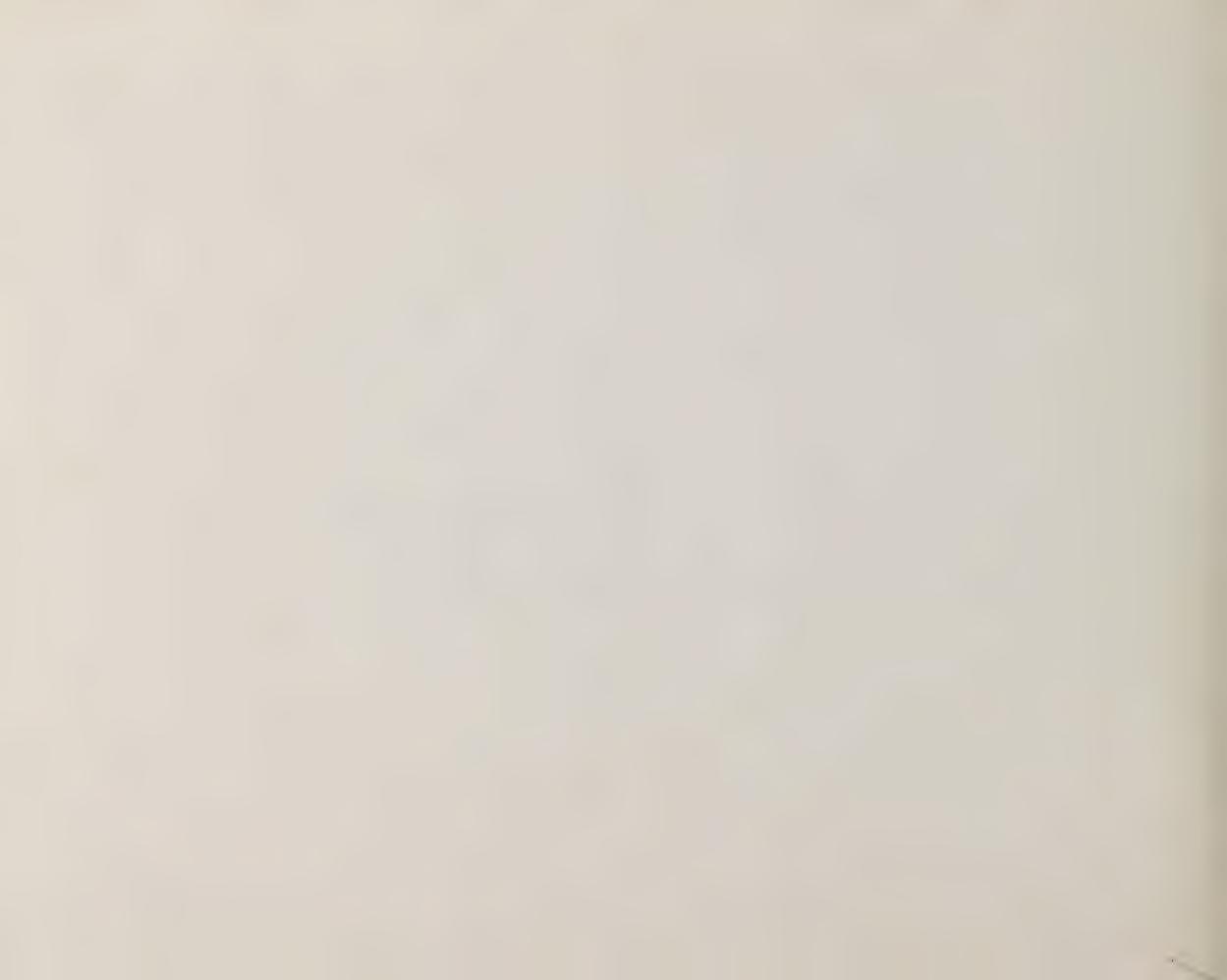
UGGESTED NEW TRAFFIC PATTERN W/ BUS LOADING CONES, LEFT TURN LANES & PAKALLEL PAKKING

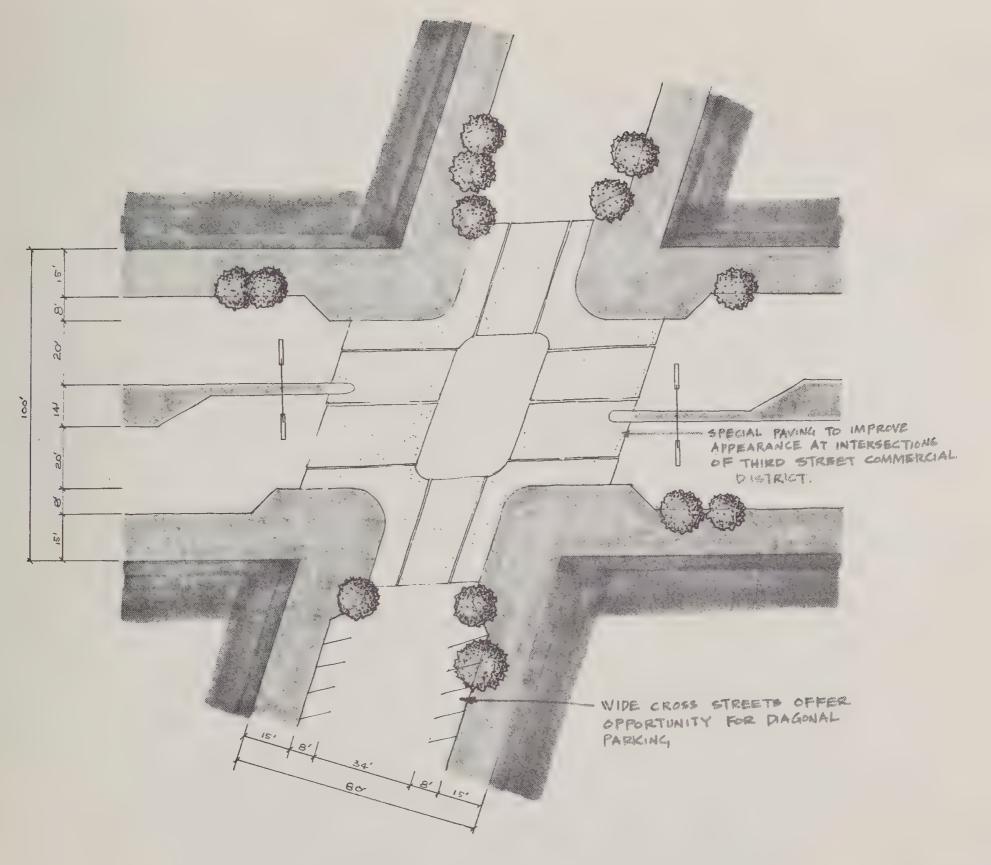
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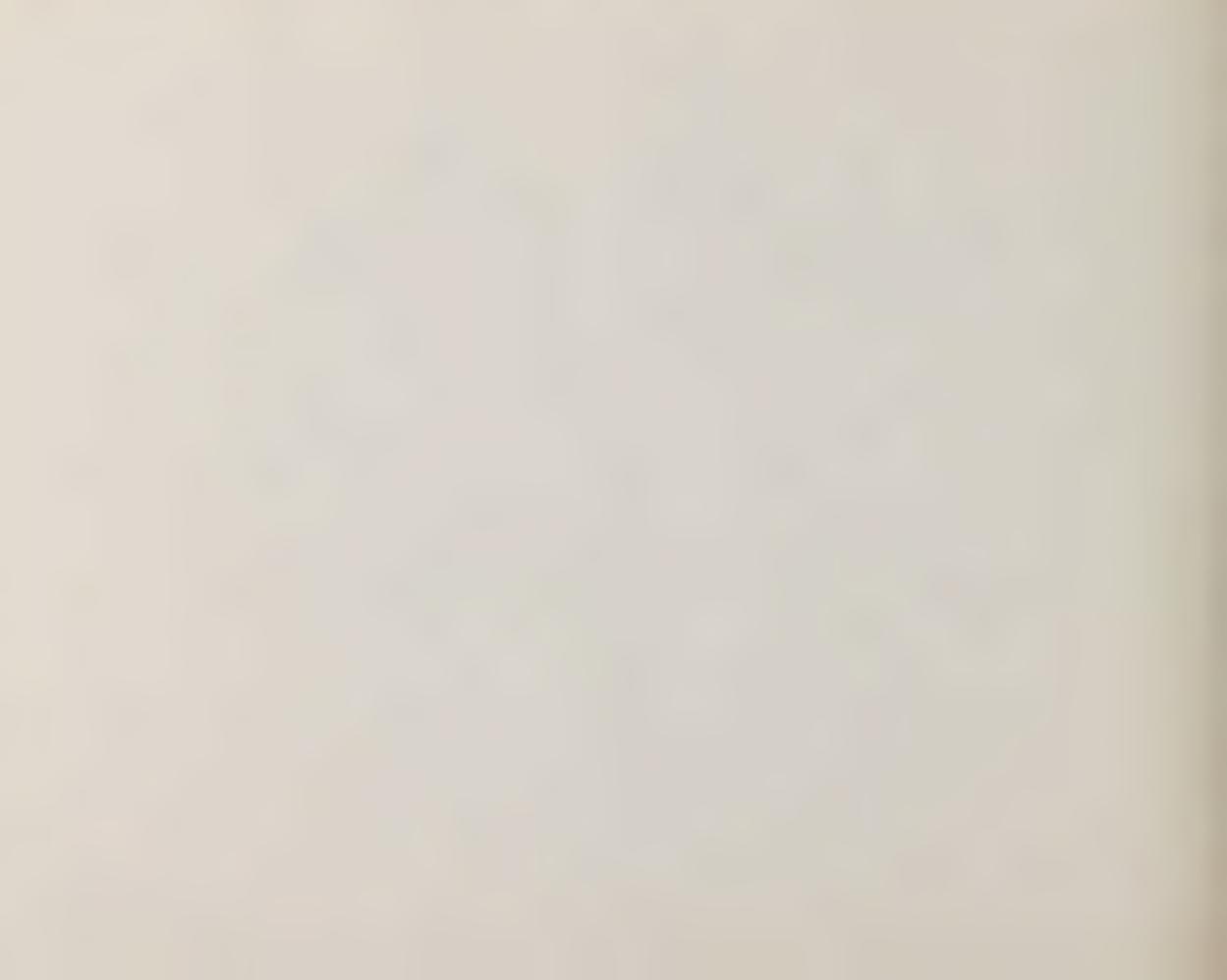
TYPICAL SECTION SHOWING SUGGESTED LANE WIDTHS

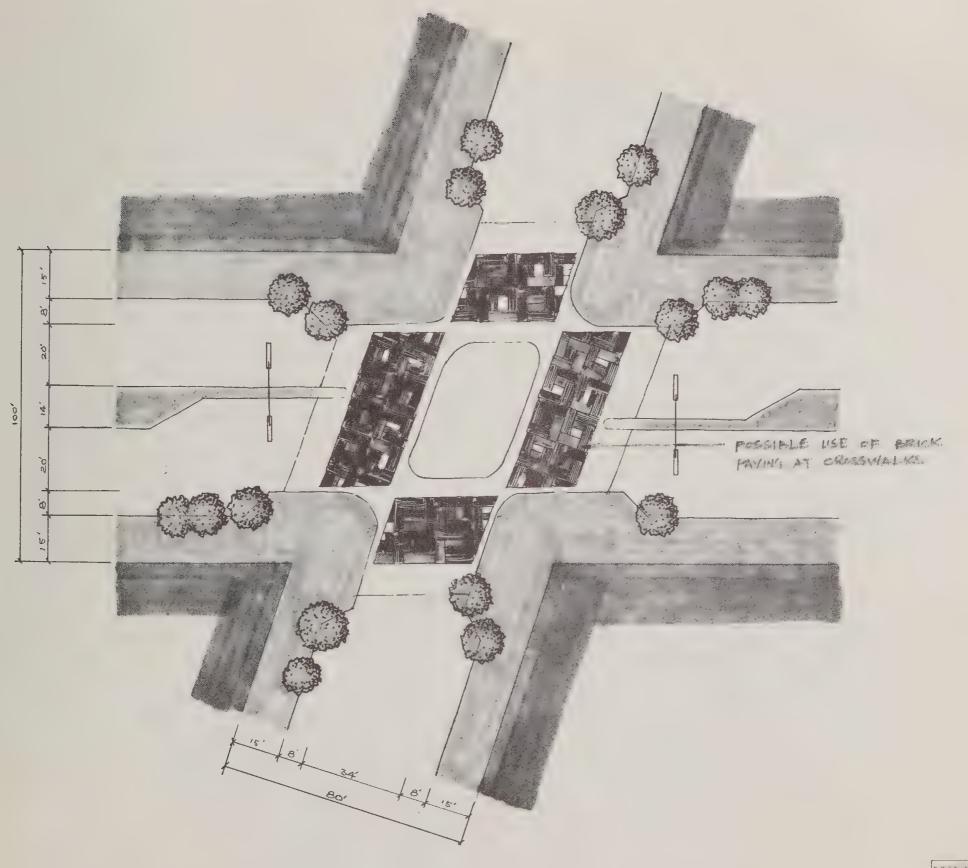




SUGGESTED CROSS-WALK TREATMENT

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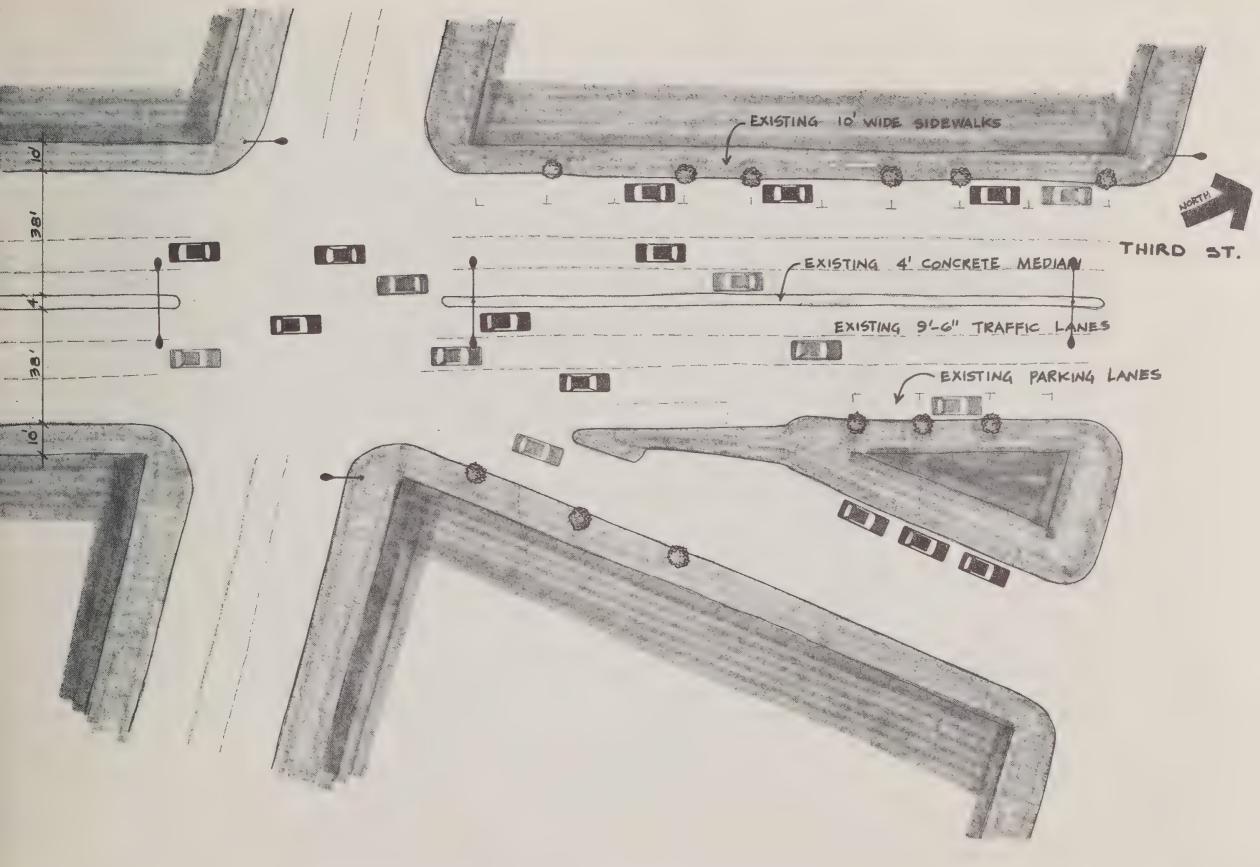




ALTERNATE CKOSSWALK TREATMENT

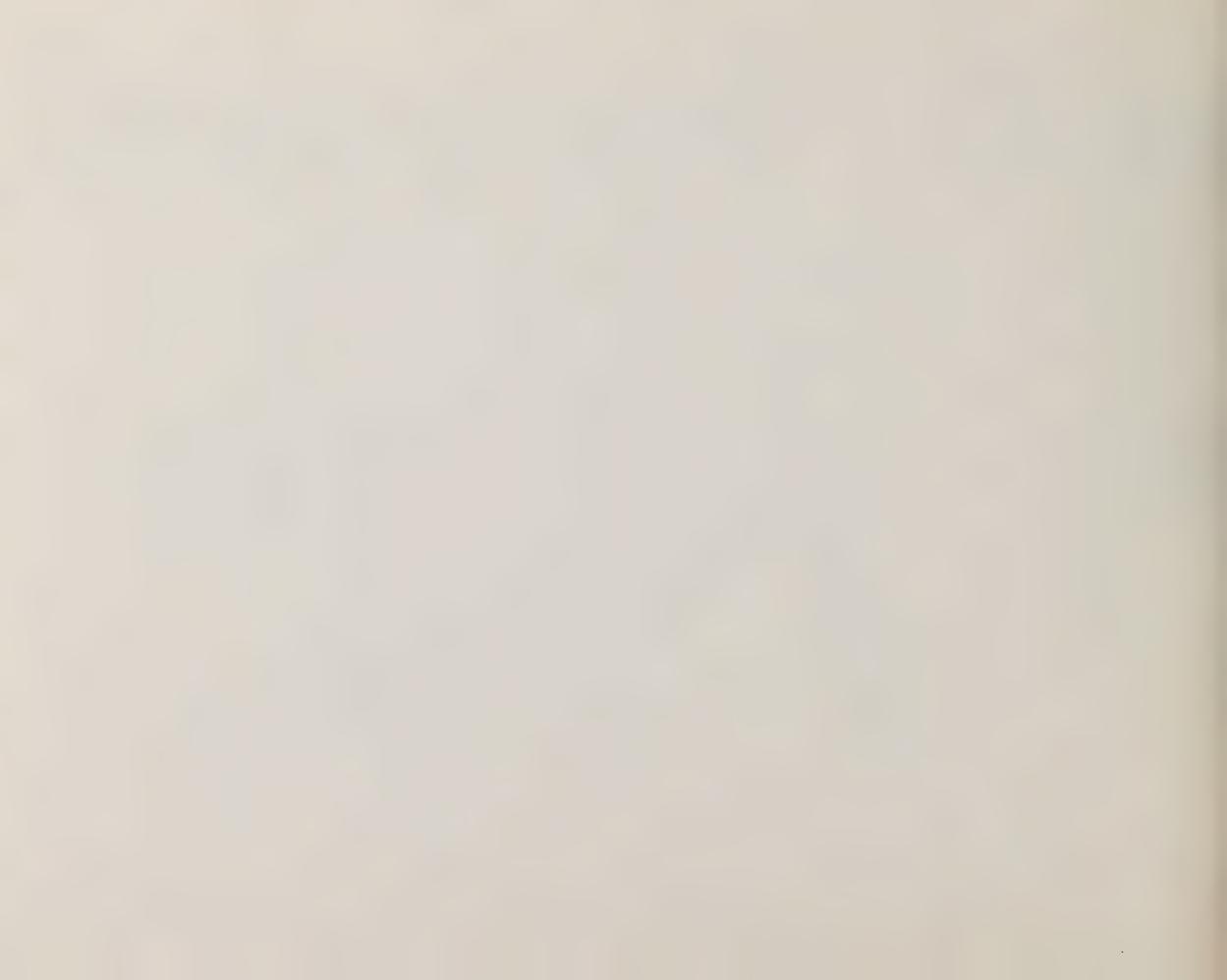
BAYFIGH HINTERS PROPERLY ATTEMPT TO FIFTH AN FRANCE FOR THE FIFTH AND THE FIFTH

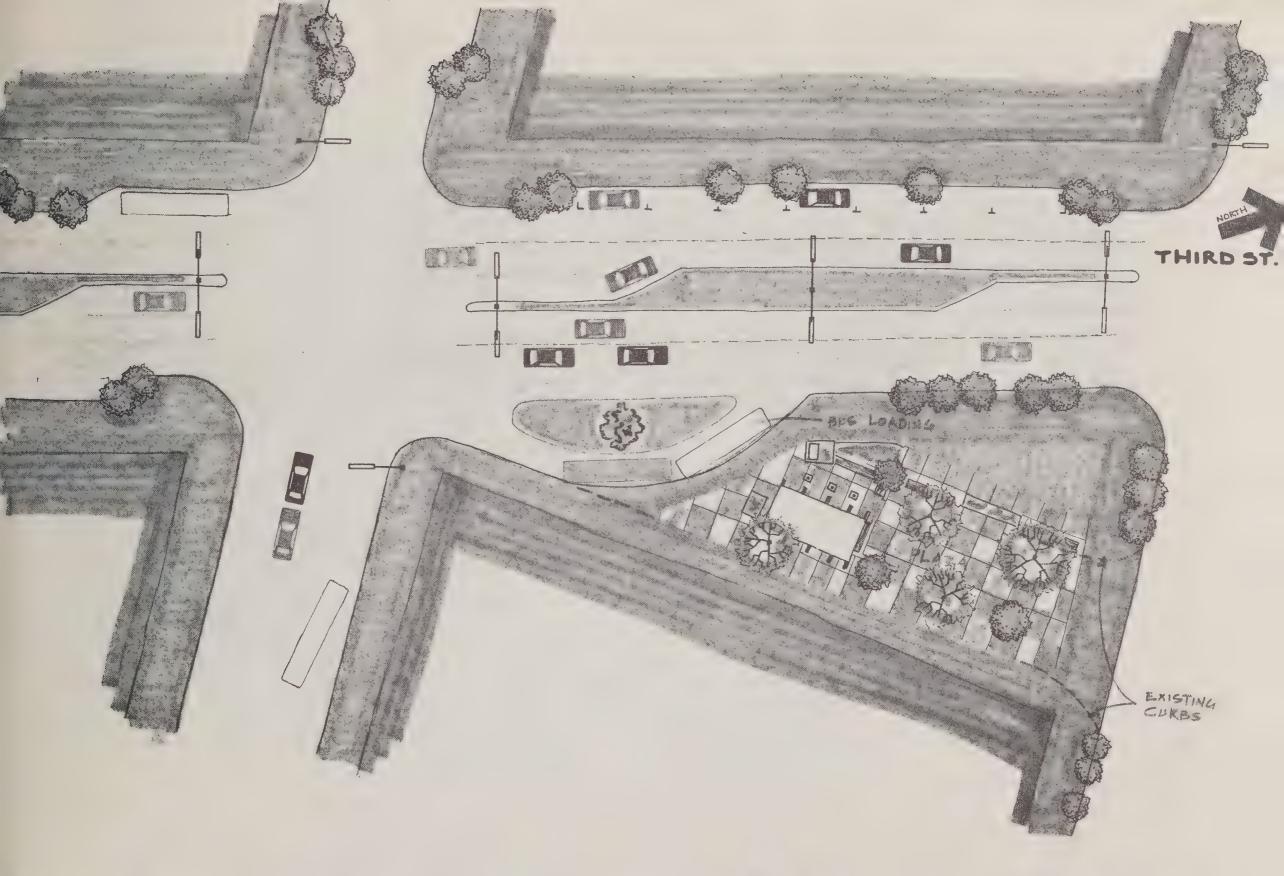




EXISTING NON-TYPICAL TRAFFIC & PARKING

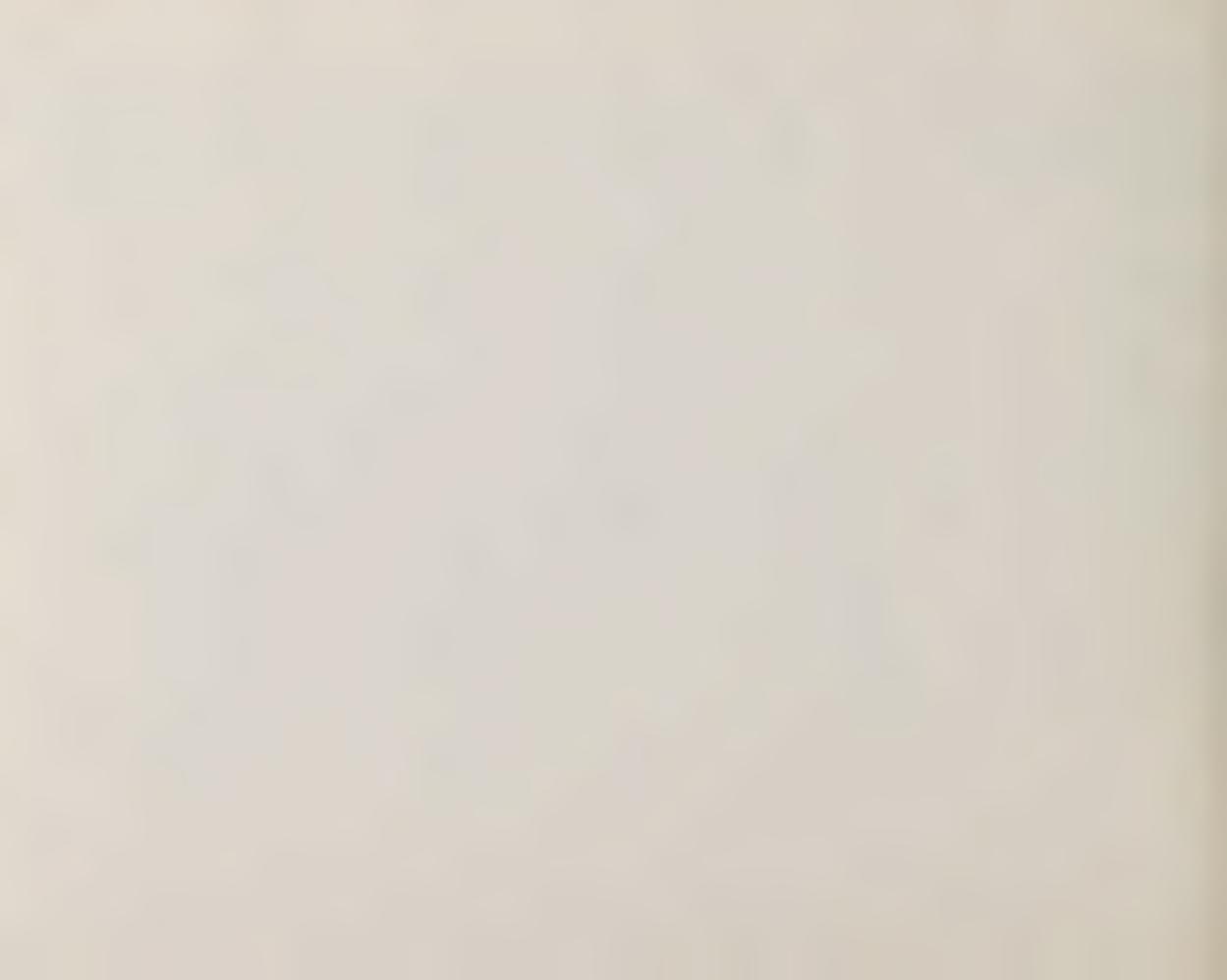






LAN OF GUGGESTED PLAZA DEVELOPNENT OF JON-TYPICAL BLOCK SHOWN ON PREVIOUS PAGE

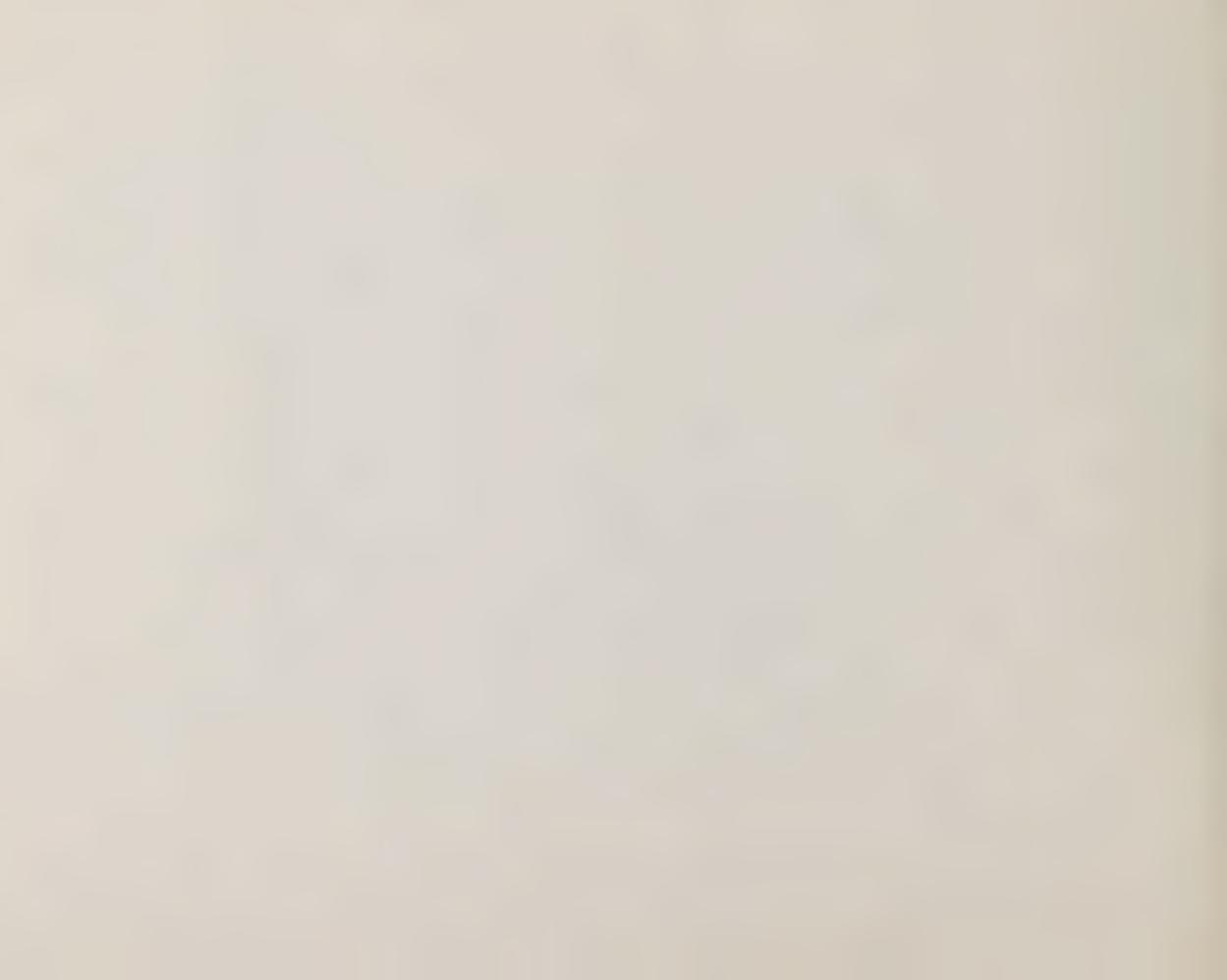
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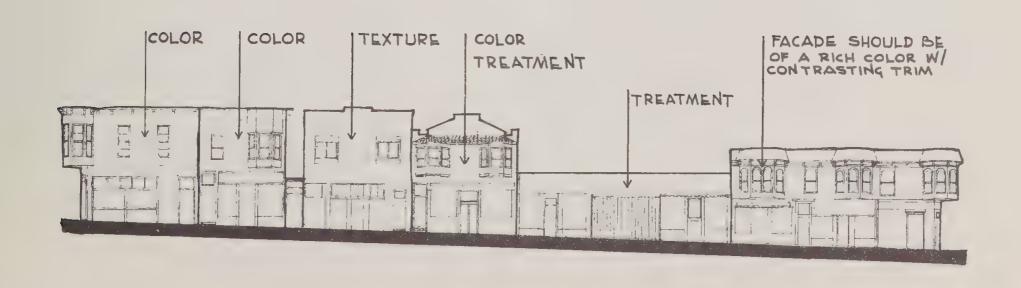


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BAYVIEW-HUNTERS PONY FLANNING FROMET PREFARED BY GERSON OVERSTREET WITH THE ALL OF THE SAN FRANCISC FLANNING DEPARTMENT PIDALNEY UP PART THROUGH A COMPREMENSIVE PLANNING GRAND FROM THE DEPARTMENT OF BASING AND JREAN LAYEL FROM THE THE PROVISIONS/OF BETTING 761 OF THE HOUSE TIME ACT OF 1954/AS AMMENDED AND THROUGH THE AISTING OF THE CORNELL OF INTEROOPERMENTIAL RELATIONS, TATE OF CALIFORNIA, OCTOBER 1971. IN SAN FRANCISCO

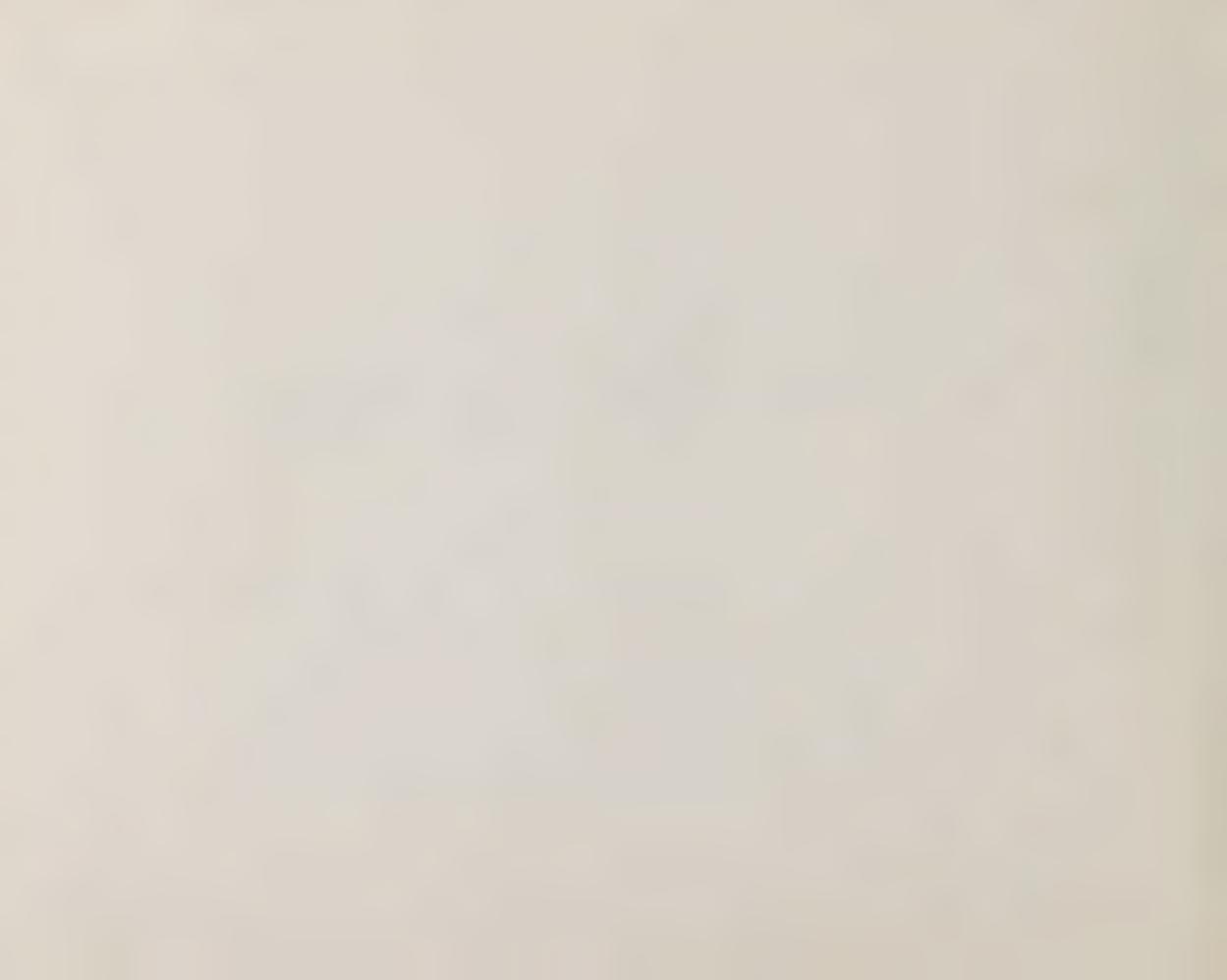






SUGGESTED TREATMENT OF EXISTING BUILDINGS





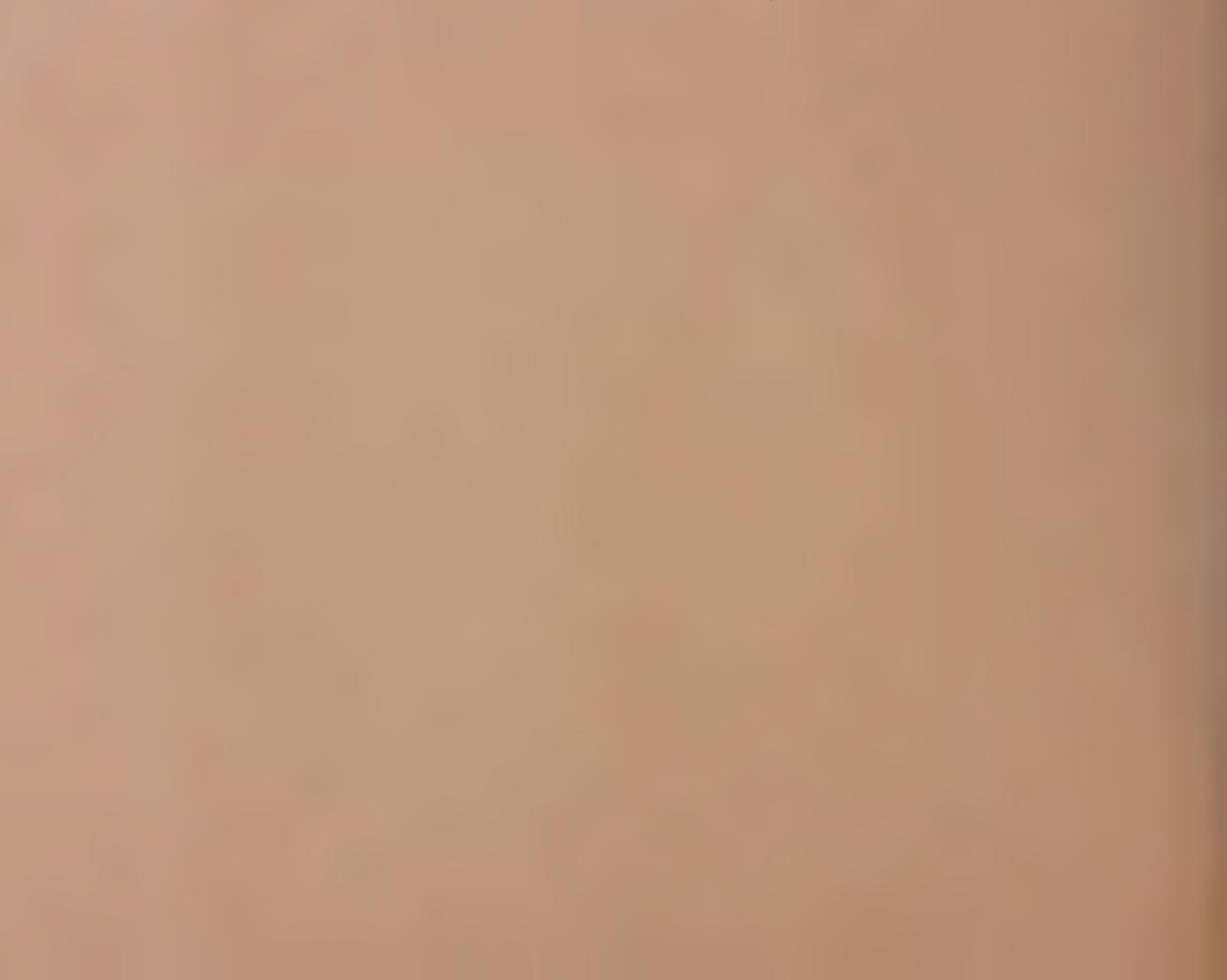


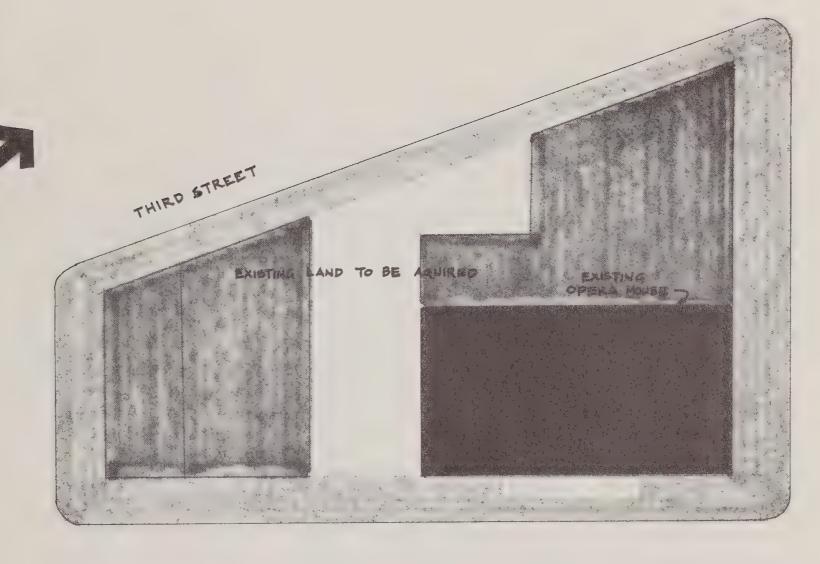
GUGGESTED PRIVATE COMMERCIAL DEVELOPMENT

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COMMUNITY CENTER URBAN DESIGN TREATMENT

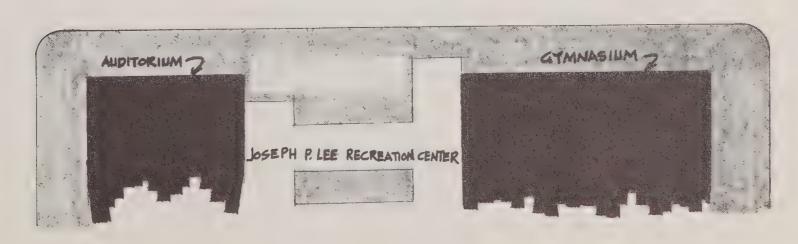
Three considerations determined the suggested site of the community center: (1) The South San Francisco Opera House, located on the site, built in 1888, has been designated an Historical Landmark, and is to be preserved; (2) the Joseph H. Lee Recreation Center, located directly adjacent to the Opera House can be made into good community facility; (3) the site fronts one block of Third Street which can give the entire commercial and residential communities a central focal point.





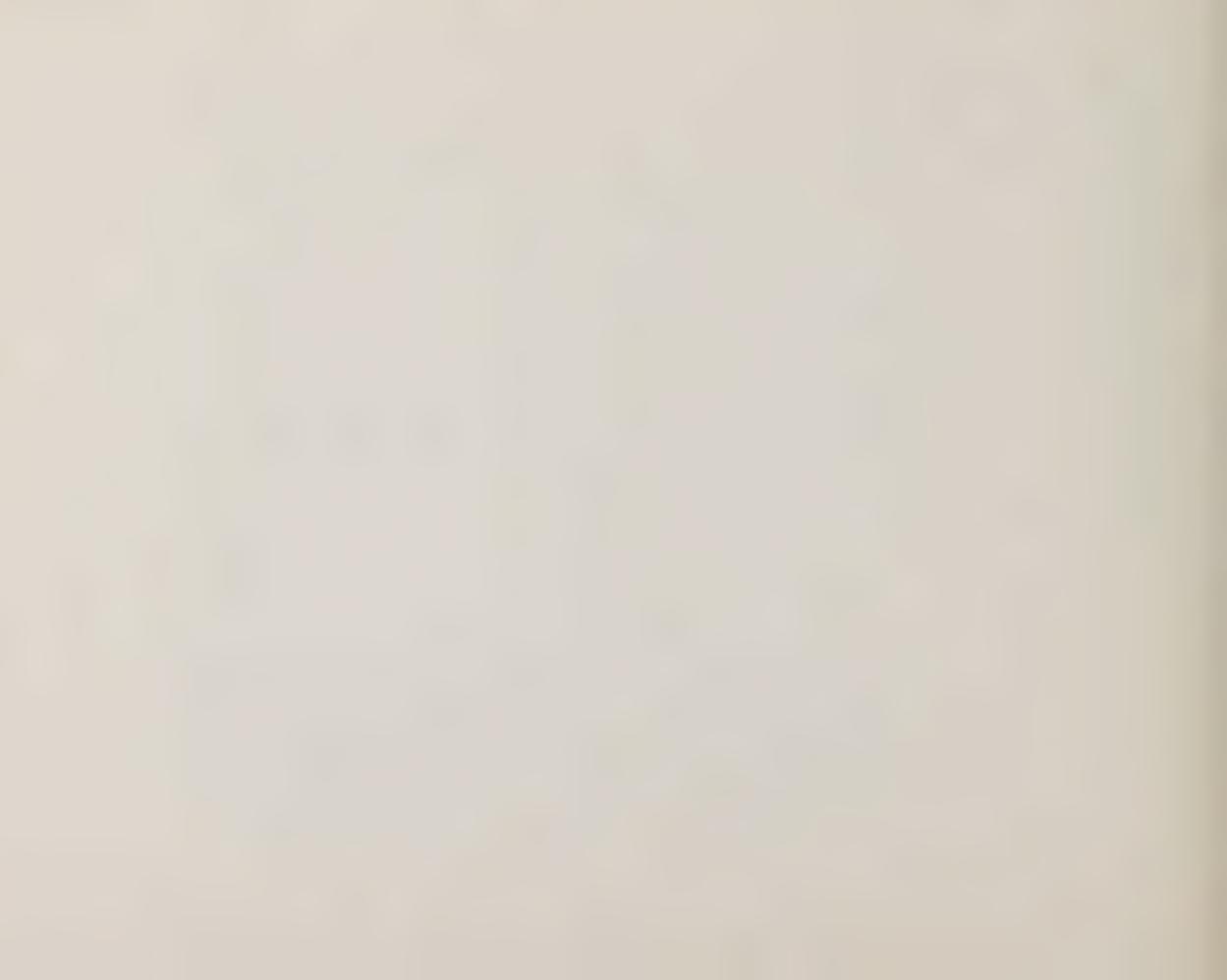
MENDELL STREET

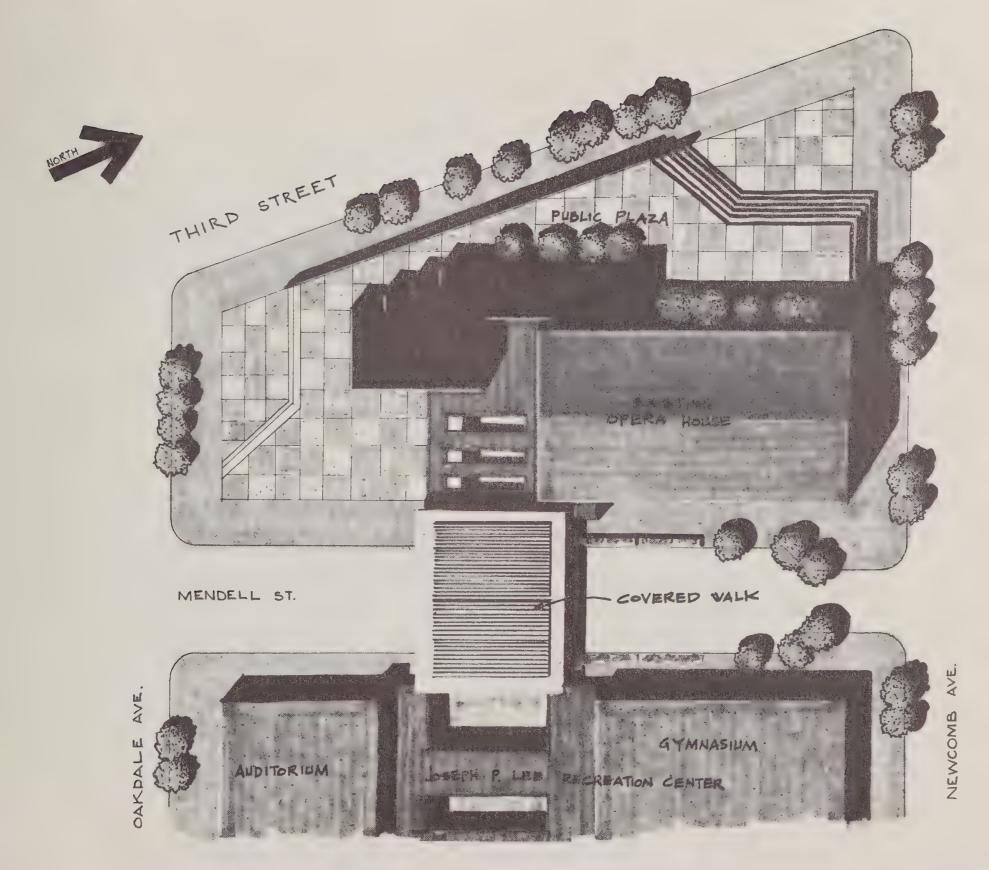
OAKDALE



PLAN OF EXISTING COMMUNITY CENTER

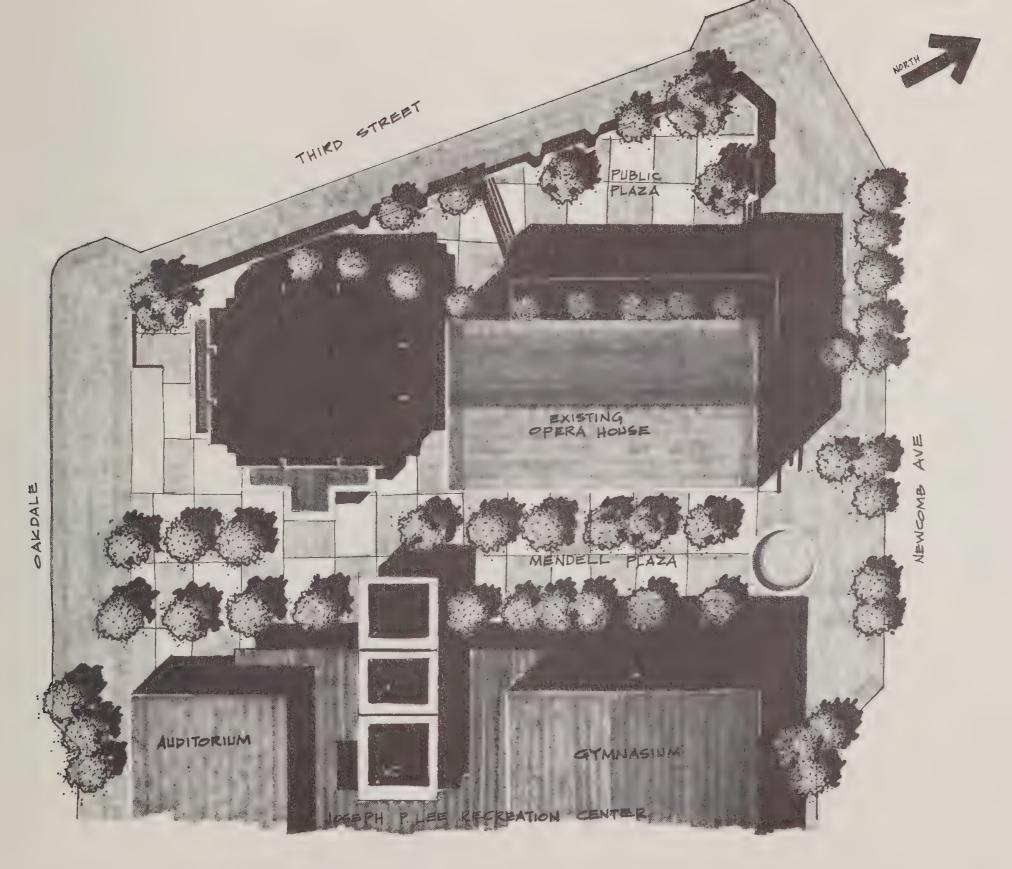
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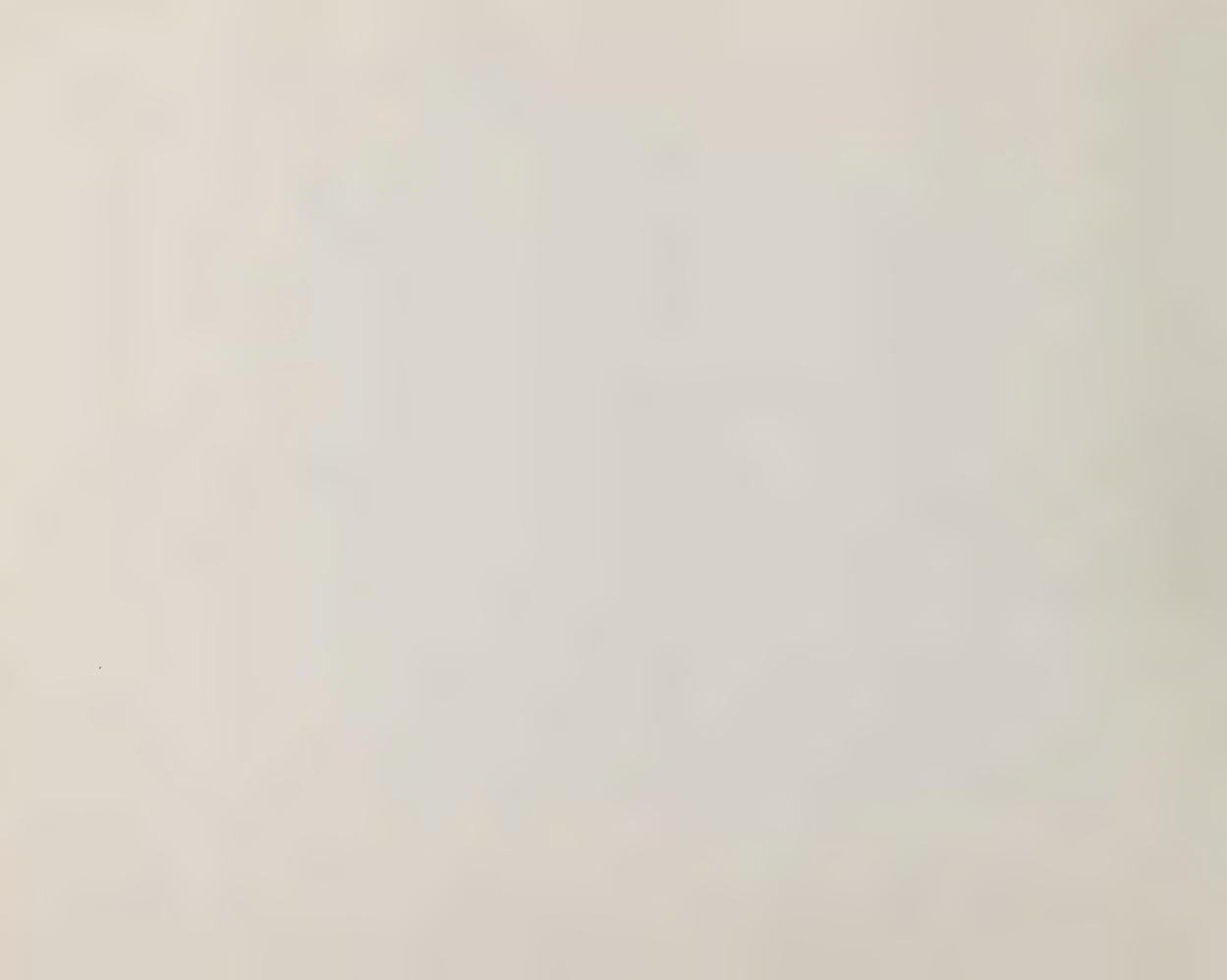
PLAN OF SUGGESTED COMMUNITY CENTER DEVELOPMENT ALTERNATE*I





PLAN OF SUGGESTED COMMUNITY CENTER DEVELOPMENT, ALTERNATE#2





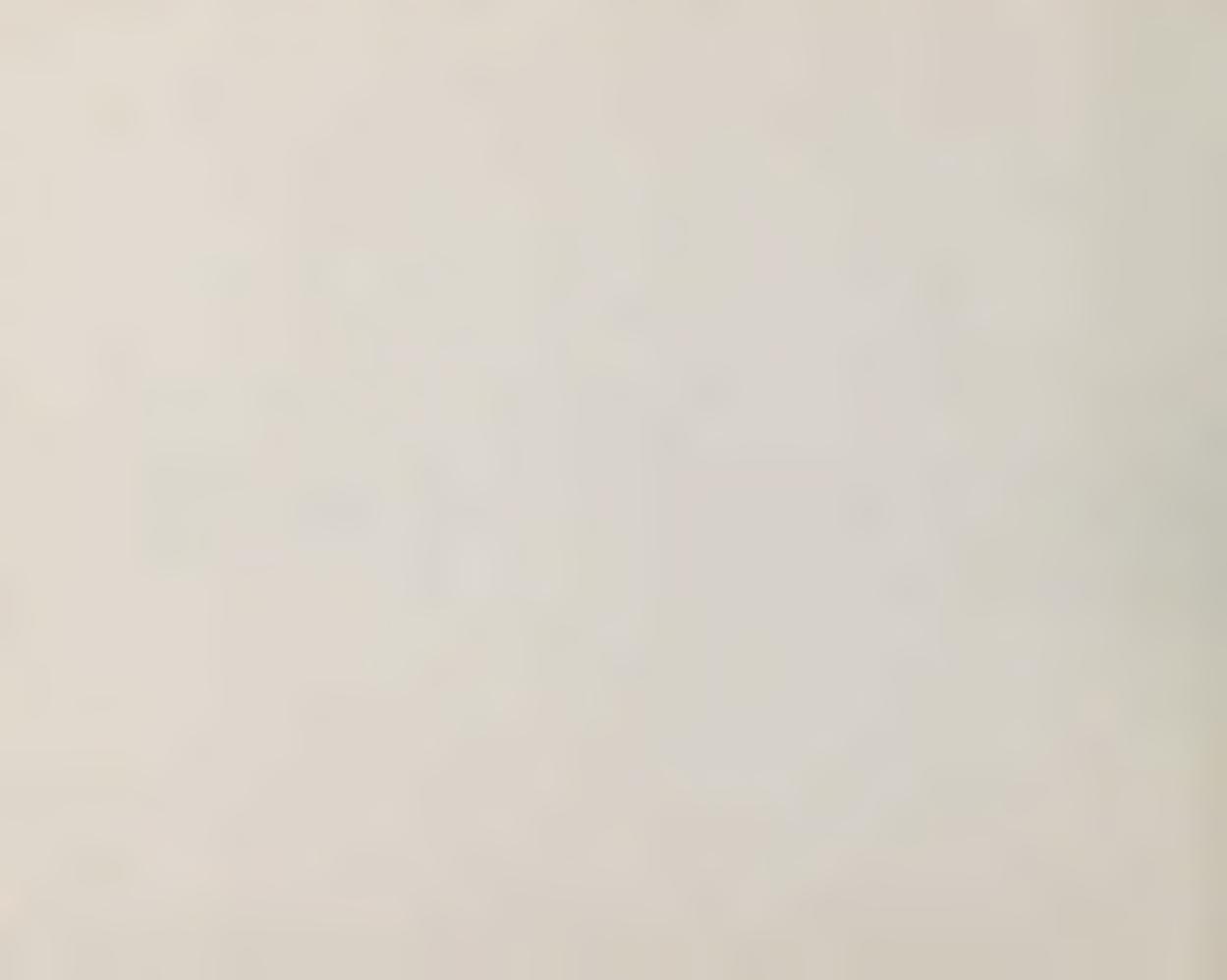


SKETCH OF SUGGESTED COMMUNITY CENTER DEVELOPMENT ALTERNATE*1

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SKETCH OF SUGGESTED COMMUNITY CENTER DEVELOPMENT ALTERNATE*1

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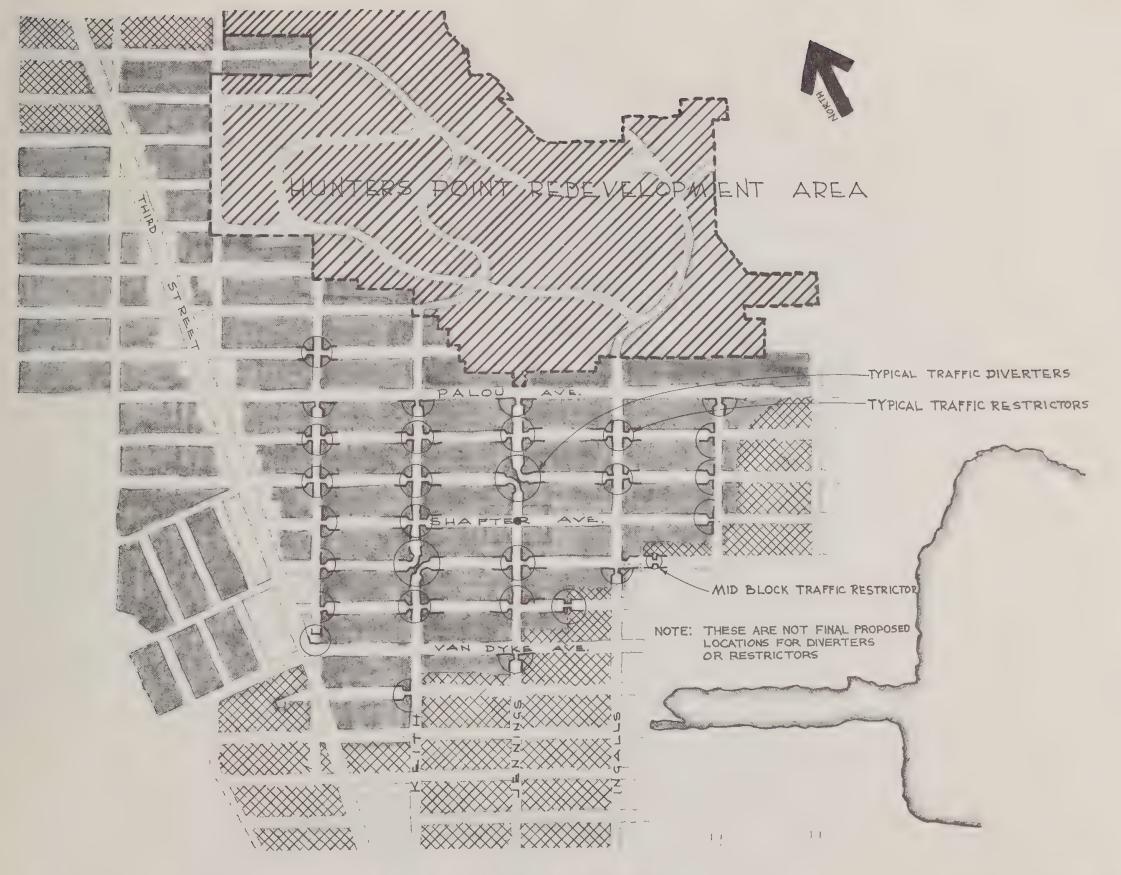
SUGGESTED OPERA HOUSE PLAZA BAYVIEW-MINTERS PONT PLANNING FROM T PREFABLLEY OFFICE AND OFFICENCY WITH IDEA ALD FITTE SAN FRANCISCO L'ANNING DEPARTMENT PLANNING DEPARTMENT PLANNING THE SAN THE DEPARTMENT I'V BAYSING ALL JERAN DEPARTMENT I'V BAYSING ALL JERAN DEPARTMENT OF JSJAS ANGENTED AND TO STATE FROM THE FROM THE PROFILED AND THE SAN THE SAN

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RESIDENTIAL URBAN DESIGN TREATMENT

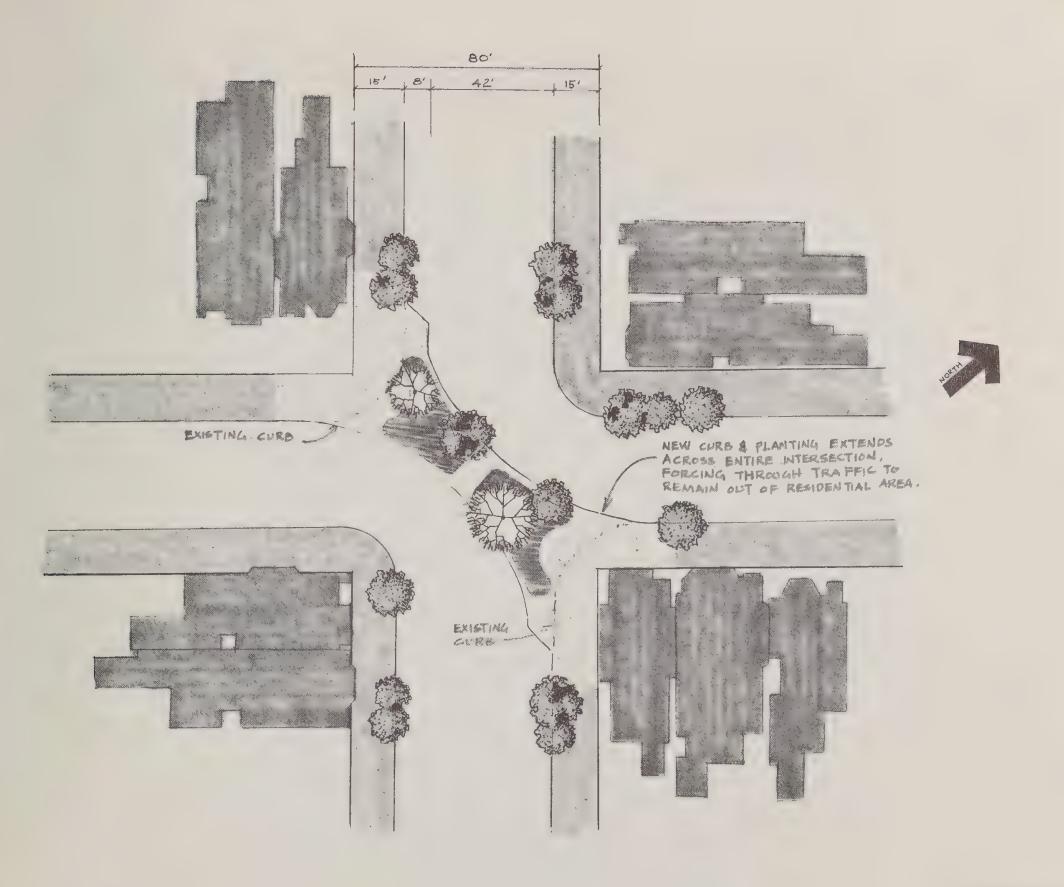
The residential community considered for urban design treatment is located directly east of Third Street, making up the Bayview-Hunters Point basin. The area comprises medium to low density housing fronting long and wide residential streets. These residential streets carry medium to sometimes heavy commuter traffic, have little or no landscaping, and have exposed utility lines. The design treatment suggested places emphasis on buffering the residential community from traffic generated in the industrial districts through a system of traffic diverters. To further define the residential community, the diverter system should be landscaped to break the visual openness.



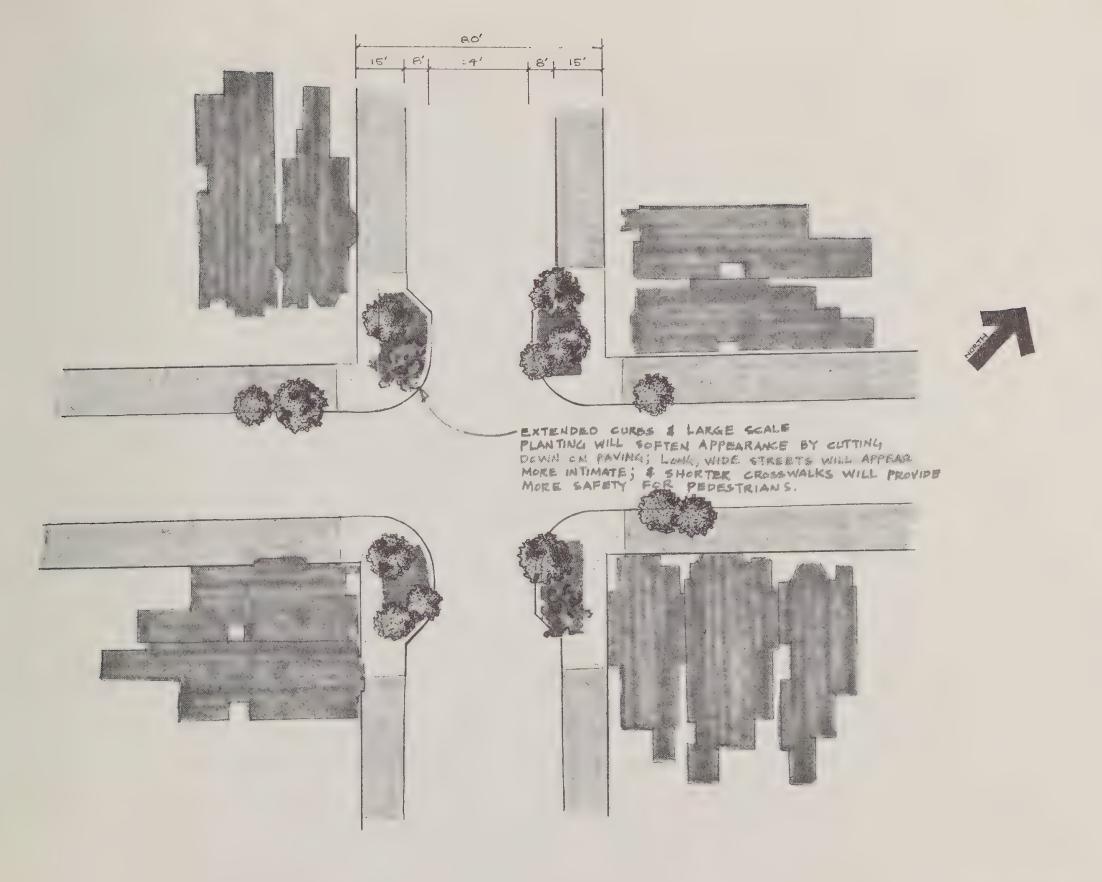


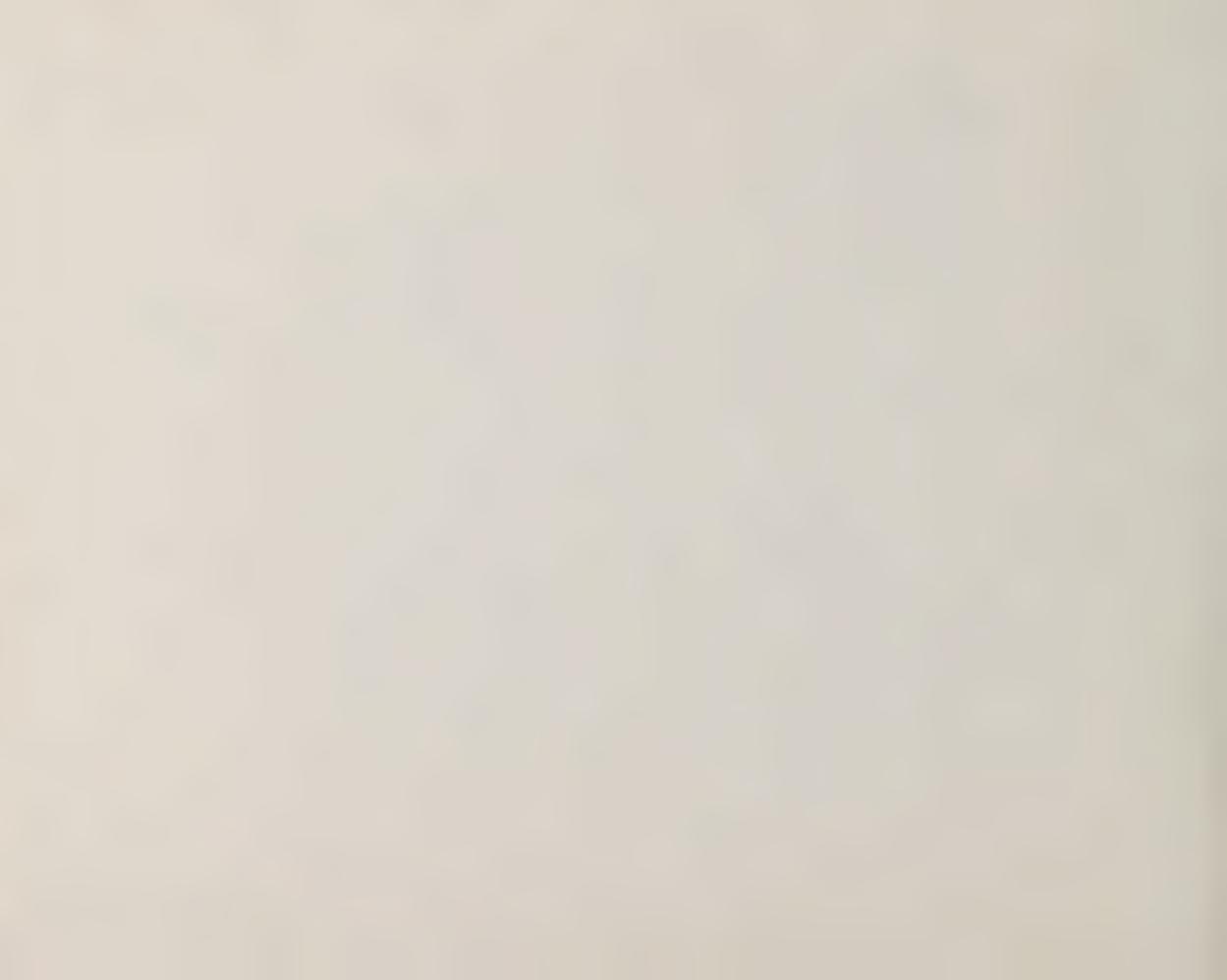
RESIDENTIAL STREET TREATMENT PLAN

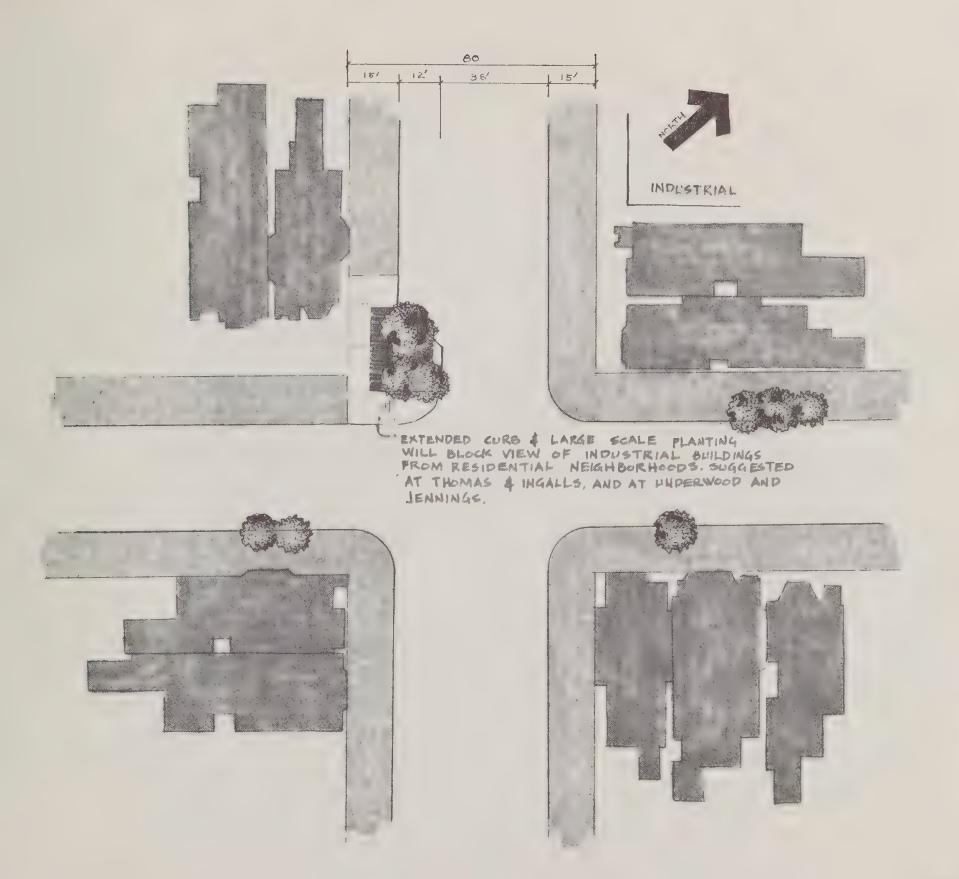




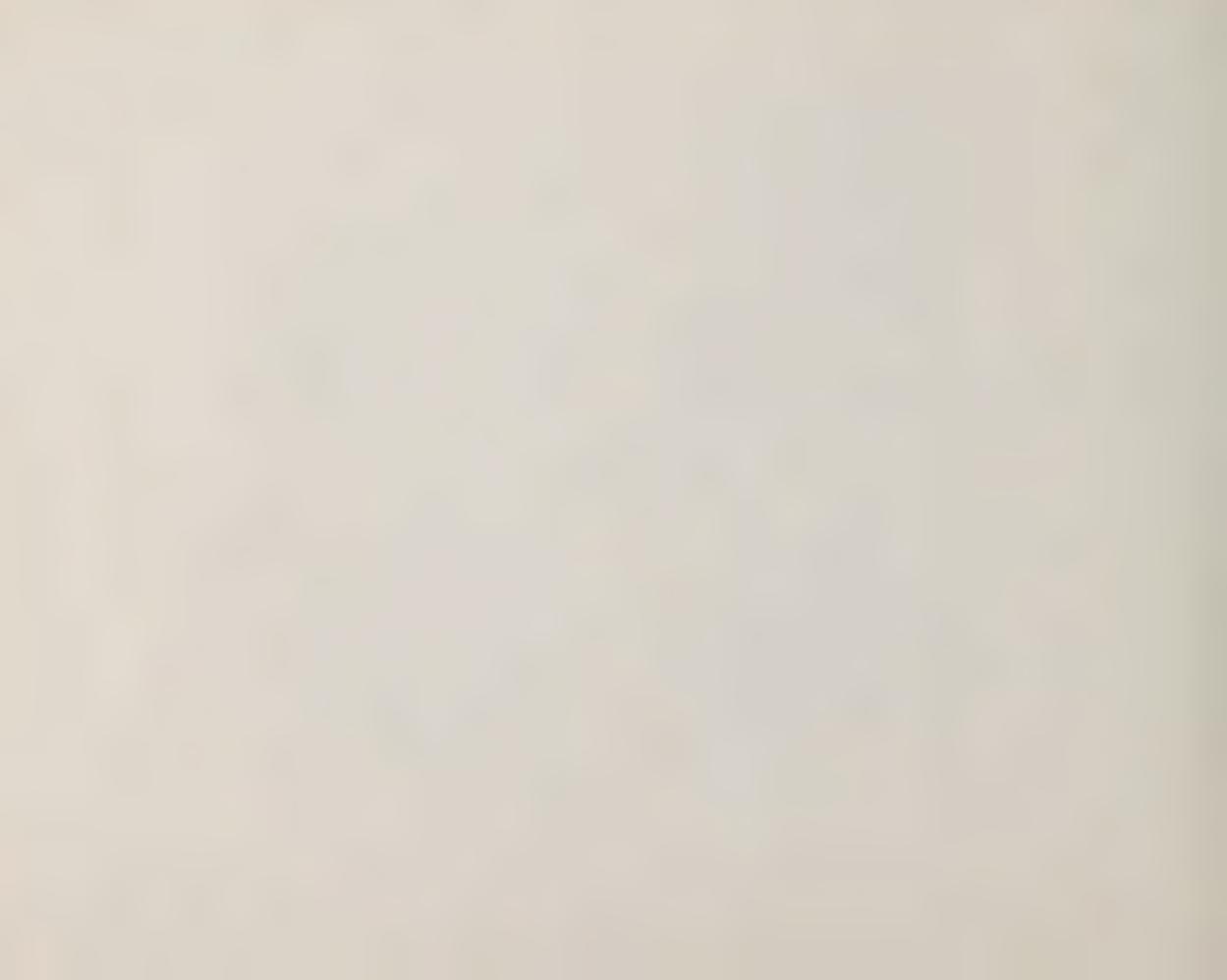


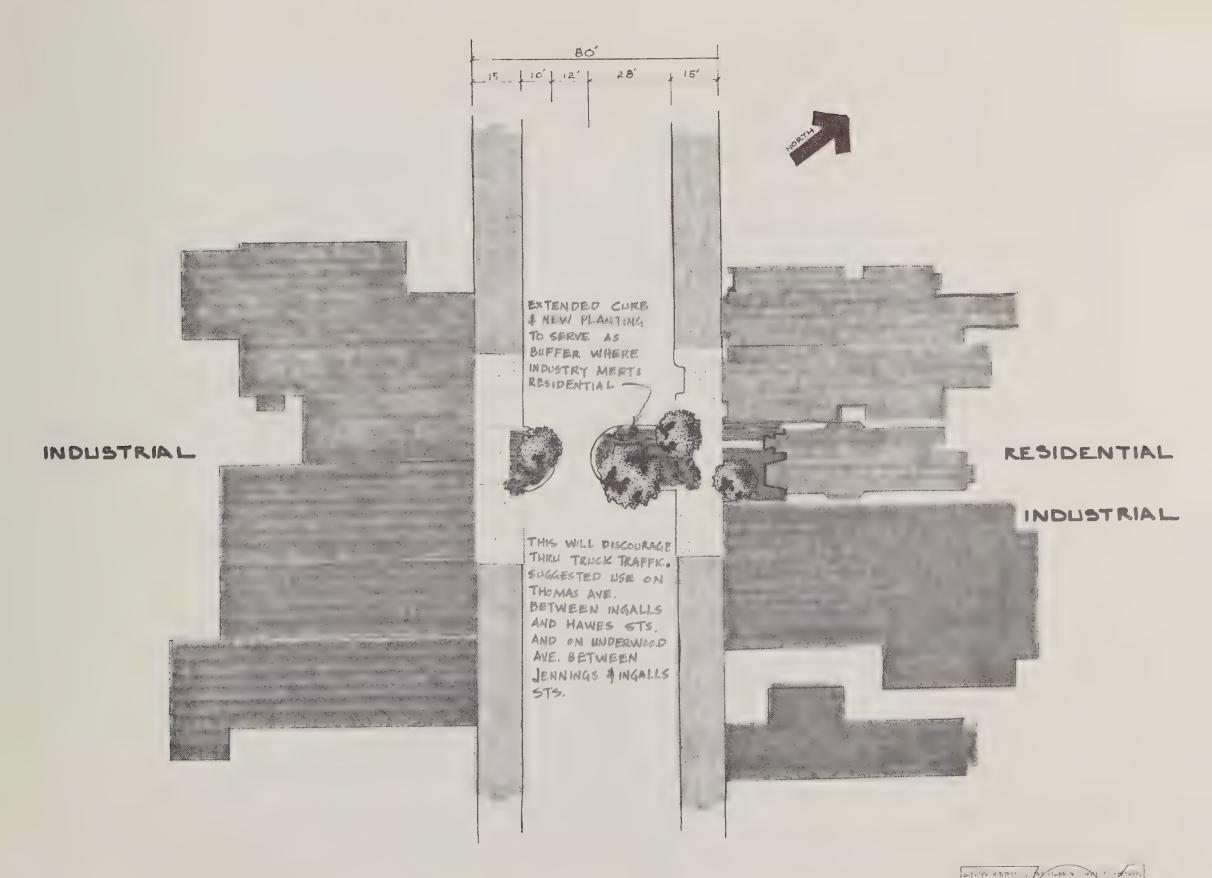






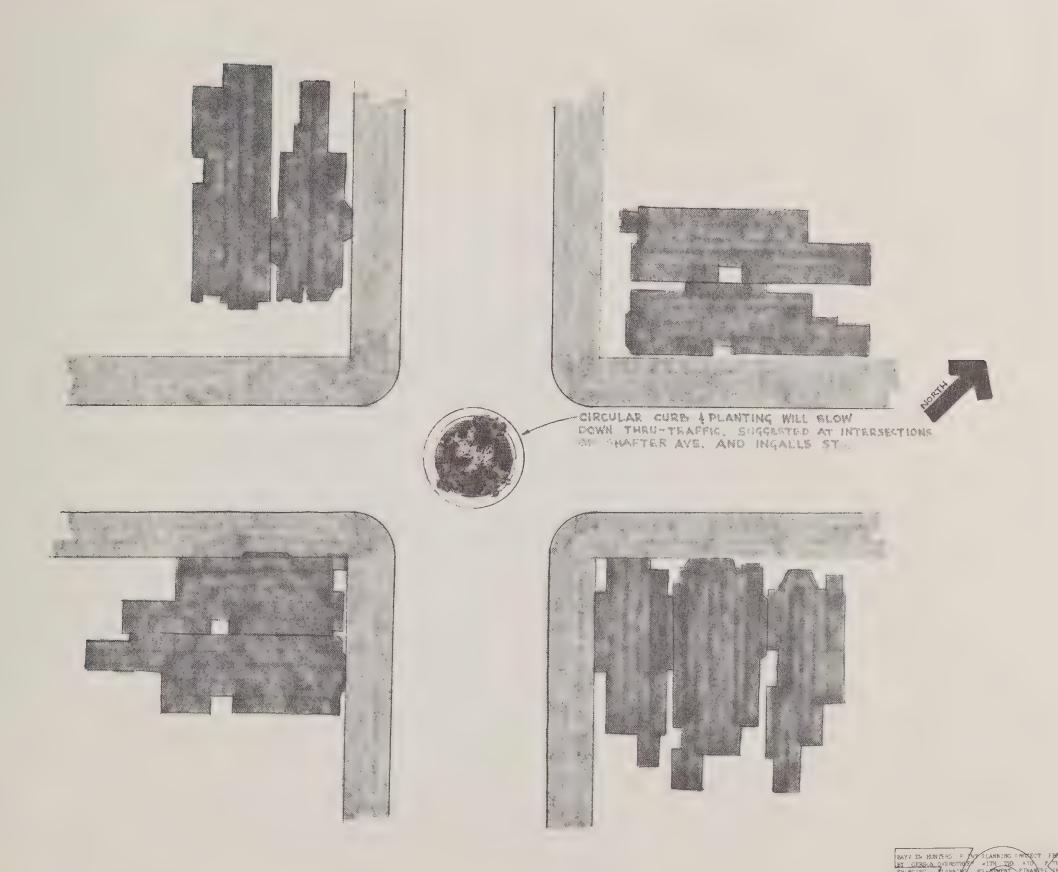
SINGLE TRAFFIC RESTRICTOR





MID-BLOCK TRAFFIC DIVERTER





CIRCULAR TRAFFIC RESTRICTOR

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